

¡VAYAN SUBIENDO! EVERYONE MOUNT UP!



## Actions for Engagement and Outreach for the Juan Bautista de Anza National Historic Trail

A journey...into a vanished age when history was written by a small band of settlers headed for an unknown home on the edge...of the Spanish Empire.



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## ¡Vayan Subiendo!

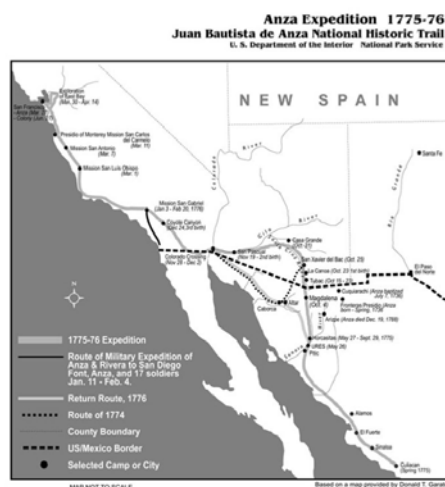
*Everyone mount up!*

The year is 1775 and your prospects are limited. A Spanish commander comes to your town and offers you work if you will relocate with your family to the edge of the Spanish frontier and never return. Will you go? Many did and “history was written by a small band of settlers headed for an unknown home of the edge...of the Spanish Empire” (National Park Service, 2003, p. 23.) The expedition members included Spaniards, Mexicans and persons of mixed racial ancestry. More than 100 were children. A few indigenous leaders aided the expedition through tribal homelands. Would you have helped the expedition to succeed?

Today, the National Park Service is the steward of the 1,210-mile Juan Bautista de Anza National Historic Trail (hereafter Anza Trail). The Anza Trail commemorates, protects, marks, and interprets the route traveled by Anza during 1775 and 1776 from Sonora, Mexico to bring settlers and establish a mission and presidio in present day San Francisco, California. The trail links two countries (600 additional miles of the trail route lie in Mexico), four states (two in the United States and two in Mexico), and nineteen United States counties. The combined population of the counties through which the Anza Trail passes exceeds 36 million (U.S. Census Bureau, 2005-2007) so the Trail links many cultures across time as well. The route includes dozens of trail-adjacent parks, protected areas, and historic sites filled with rich and varied recreational, historic, scenic, archeological, natural, and cultural features (Smestad, 2005). A national treasure, the Anza Trail links the hopes of past travelers with our current dreams for a better future.

The perspectives and stories of the Juan Bautista de Anza National Historic Trail are as diverse as the terrain through which it passes. Five broad themes guide education and interpretation of the Juan Bautista de Anza National Historic Trail (NPS, 2003). These interpretation themes:

- Commemorate the settlement of San Francisco Presidio and mission,
- Celebrate the diversity of the settlers,
- Recognize the role Native Americans played in the success of the expedition,
- Examine the consequences of European settlement on native cultures, and
- Examine the consequences of European settlement on the natural environment.



The Anza Trail consists of a recreational trail and a vehicle route. Both routes are important to the future of the Anza Trail and its stories. The driving trail following roadways in or near the historic trail corridor provides a continuous experience and access to many historic sites along the route. The recreation trail is aligned with the historic trail corridor. The duality of the trail (e.g., vehicle route and non-motorized trail route) and its interpretation themes create many ways for people to enjoy the trail, to shape its development, and to share trail and personal stories with friends, family, and others with an interest in outdoor recreation and/or the cultural heritage of the southwestern United States.

Approximately 300 of the 1,200 non-motorized trail miles have been certified and officially included as the contemporary Anza Trail. These 300 miles and the parks, museums, and historic sites they link provide countless ways for people to enjoy the Anza Trail. As more of the Anza Trail is developed and certified a more integrated cultural heritage experience will emerge. This strategy and action plan works toward that goal.

Nine hundred miles of the historic trail corridor have yet to be certified so there are also exciting opportunities to contribute to the development of the Anza Trail and its stories. The long-range goal is to certify the entire trail by 2100 (NPS, 1996), but the upcoming National Park Service Centennial in 2016 presents an opportunity to accelerate the process by working with partners to certify and interpret new segments of the Anza Trail for community use and enjoyment (NPS, 2007). The Anza Trail will ultimately link Nogales, AZ with the San Francisco Bay.

The Bay Area presents a special opportunity to connect people with the Anza Trail and the Anza Trail story. Upon entering the Bay Area the trail loops through five Bay Area counties south of the Carquinez Strait, bringing national park experiences to millions. Further, the trail movement is well integrated into the planning frameworks of most counties and cities in the Bay Area providing a firm foundation to test new ideas and approaches. Lastly, the demographics of the Bay Area reflect the nation's future and provide an unparalleled opportunity to learn about the hopes, dreams and desires of Americans from culturally diverse backgrounds.

¡VAYAN SUBIENDO! is an action plan to encourage and engage a more inclusive network of advocates and enthusiasts for the Juan Bautista de Anza National Historic Trail, a unit of the national trails system managed by the National Park Service. Research and professional practice inform it. Diverse perspectives across the centuries inspire it. Contemporary opportunities and aspirations energize it.

¡VAYAN SUBIENDO! is organized in four sections—Foundations, Findings, Focus, and Forward. The Anza Trail's mission, vision, purpose and significance form the first section, Foundations, and make clear that the Anza Trail is a national treasure. In the second section, Findings, the research literature is summarized in several important areas. In the third section, Focus, unique aspects of the Anza Trail are described. Forward, the final section contains goals, benchmarks, and action steps.

¡VAYAN SUBIENDO! is a practical program of work to build a diverse and engaged constituency for the Juan Bautista de Anza National Historic Trail. It includes



recommendations to further the development of the driving route and the trail route. Detailed action steps enable diverse public, private, and philanthropic interests to support the Anza Trail and bring its benefits to people of all ages and backgrounds.

¡VAYAN SUBIENDO! identifies types of organizations that could be significant Anza Trail partners, specifies elements of the Anza Trail themes potential partners might view as part of their cultural heritage as well as their contemporary work. It describes ways that these organizations and their members can enjoy the trail and assist with the development of the trail and its stories. More specifically, this plan supports National Park Service efforts to engage Latino, African-American, Native American, and descendent groups, the four groups most associated with the expedition.

The Anza Trail provides opportunities for a diverse network of partners to advance their missions, goals, and visions in partnership with the National Park Service as it advances its own mission by promoting and preserving the Anza Trail and its stories. There has never been a better time for the Juan Bautista de Anza National Historic Trail to connect people of diverse ages and backgrounds to the trail, the vision and values it commemorates, and the National Park Service. Now, as then, “everyone mount up” is a rallying cry and an invitation to new generations on their life journeys to better understand the past and work toward a peaceful, prosperous, and abundant future.



*Illustration by David Rickman*

# Foundation

## Then and Now

The keys to contemporary community engagement can be found in the historic Anza Expedition. Shared vision, extensive preparations, strong partners, and resourcefulness remain as important today as in 1775 and 1776.

There is no substitute for shared vision when establishing enduring and authentic partnerships. When recruiting expedition members, Anza sought to secure Spanish interests but he also wanted to help people improve their prospects for a better life. He recruited potential settlers with a promise of “abundant rainfall and pleasant climate.” Two centuries later, people are still seeking new and better lives for themselves and their families. Now, as then, people will enjoy and support the Anza Trail if it reflects their priorities and dreams.

Even with a shared vision, effective community engagement requires preparation, planning, and attention to detail. Anza led two expeditions. The first expedition established the feasibility of an overland route to Alta California. The second, ending in 1776, escorted families north to establish a mission and settlement in the city known today as San Francisco.

Following a route that was neither new nor unknown—Native Americans had been traveling the corridor for many years—the expedition was aided many times by various tribes. Similarly, the route to more inclusive trail use and support is neither new nor unknown. There is a well-developed base of knowledge and experience to guide the way. Anza sought, and then followed, the counsel of indigenous leaders and guides while seeking passage and a safe overland route to Alta California. Similarly, contemporary trail leadership can seek counsel from leaders and key informants with communities of interest to re-establish the Anza Trail as a contemporary asset to the communities through which it passes and the visitors to whom it calls.

As expedition members traveled toward an unknown future land, they drew strength from their home cultures and brought memories and cultural practices north. The National Park Service can enrich the trail experience and gain allies and advocates by drawing on the diverse cultural traditions that flourish in the southwestern United States today and inviting people and organizations to advance their own missions in partnership with the National Park Service. The resulting partnerships will endure, in perpetuity, along with the trail as new generations journey toward a better, shared future.

## The Story of the Anza Trail

The Anza Trail tells an epic story. It is a story filled with challenges and hardships, celebrations and achievements. This brief excerpt from the Long Range Interpretive Plan (National Park Service, 2003) shows the context of the times. (The complete excerpt can be found in the Comprehensive Management Plan for the Juan Bautista de Anza National Historic Trail.)

In 1774, Spain's hold on Alta California was tenuous at best...in Alta California—from San Diego north—five inadequately staffed missions and two presidios were all that stood between these remote Spanish holdings and potential takeover by Russian or English forces...these distant bastions of the Spanish crown were dependent on immigration for future growth...Alta California was still very much dependent on Mexico for essential supplies...After two and a half centuries of Spanish rule, less than a 170 Spaniards called Alta California home by the end of 1774...

Living on the frontier, Juan Bautista de Anza...knew the important role [of] the Spanish military outposts...Anza's father had been an early advocate for creating a land route to Alta California...When the time eventually came to seek out a route across the deserts to bring colonists to California, Anza was well positioned to lead the expedition...In 1772, Anza organized and paid for an exploratory trip to see if an overland passage would actually be possible...Along the way, he established what would develop into a long lasting relationship with Chief Palma of the Quechan people...

Once he knew the route was possible... he began the task of assembling the families to settle in the Bay Area...recruiting a total of 30 families to take part in the expedition...They were a mix of races and cultures that had been coming to and living in New Spain for almost three centuries. When the expedition finally gathered at Tubac, nearly 300 soldiers, vaqueros, tradesmen, women, children, and priests assembled to begin the trek that would take them to their new home...

The expedition was like a moving city of humanity making its way across the desert. The normal functions of life did not stop as the expedition headed west...They needed to be fed, clothes had to be mended, and water and fuel sought. When there was spiritual hunger, they turned to the expedition's priest, Father Font, who provided daily services and moral guidance. Font, as well as Anza, also filled the role as trip journalist...

Often using the major river ways as travel corridors, the expedition slowly made its way to the ultimate destination in Monterey...they reached the Colorado River where they were supported by Chief Palma...his people helped the expedition cross the river...they were forced to make the difficult trek across the Colorado Desert. Slowly but surely, they worked their way across the desert...up over the mountains to the San Gabriel Mission. From this point north, they followed the path that would eventually become the El Camino Real...the group finally came to rest at the Monterey Presidio on March 10, 1776 – six months after they had left Tubac...In summer, the settlers moved from Monterey to San Francisco. They first built a presidio for protection and later, aided by

the Ohlone people, began construction on the Mission de San Francisco de Asís...The Anza Trail effectively doubled the Spanish population of Alta California in 1776.

Together with the next major movement of colonists along the trail in 1781, the trail succeeded in bringing a sufficient number of settlers to Alta California to provide the resources necessary to firmly establish a Spanish foothold on the edge of the empire...with the added people from the Anza Expedition and the 1781 group...the main goal of the Anza Trail had been achieved. Alta California was firmly a part of the Spanish Empire. (National Park Service, 2003, pp. 8– 12).

## The Route of the Juan Bautista de Anza National Historic Trail

The Anza Trail's length, alignment, and proximity to urban centers in Arizona and California are three important elements of a successful community engagement strategy for the Anza Trail. So where, exactly, is the Anza Trail and how is it aligned with contemporary cities, waterways, and landmarks?

Anza Trail strategic documents (National Park Service, 1996; National Park Service, 2003) describe an Anza Trail that “enters the U.S. on the Arizona border in the city of Nogales, continues northwest along the Santa Cruz River past Tucson, then turns west to join the Gila River near modern-day Gila Bend. From Gila Bend, the route follows the Gila River to Yuma. After crossing the Colorado River near Yuma, the route drops south into Mexico to avoid a large expanse of sand dunes, and continues in that country for approximately 46 miles before reentering the U.S. southwest of El Centro. The route then continues north through the Yuha Desert, Borrego Valley, Coyote Canyon, Bautista Canyon, and the San Bernardino/Riverside metropolitan areas before reaching the site of the San Gabriel Mission and the Los Angeles metropolitan area.

In addition to the trip to San Francisco...the expedition also included... reconnaissance [of] the eastern portion of San Francisco Bay.

The route northwest from this mission passes through the Santa Monica Mountains, descends to the coastline near Oxnard, and follows the coast through Ventura and Santa Barbara Counties before moving inland at the northern edge of Vandenberg Air Force Base. The route continues to San Luis Obispo, crosses Cuesta Grade to Atascadero, and turns northwest to Mission San Antonio before joining the Salinas River en route to Monterey. The route north from Monterey is inland past San Juan Bautista, Gilroy, and San Jose to the San Francisco peninsula. The route along the peninsula commences through the low uplands facing the bay before turning inland at San Bruno and continuing to the vicinity of the Presidio of San Francisco. In addition to the trip to San Francisco, the main goal of the Anza party, the expedition also included a reconnaissance expedition to the eastern portion of San Francisco Bay. From San Francisco, the route basically follows the northbound route south before traversing the south end of San Francisco Bay. It then follows the general course of the bay, northward, and the Carquinez Strait eastward to Suisun Bay, where the party headed south through the hills and valleys to rejoin the northbound route in the vicinity of Gilroy and return to Monterey.”



## The Mission of the Juan Bautista de Anza National Historic Trail

The mission statements of the Anza Trail provide an important context for community outreach and engagement. Two versions of the mission statement, separated by a period of seven years, make explicit a commitment for the National Park Service to pursue the development of the Anza Trail through partnerships with groups and organizations. The earlier version, from the Comprehensive Management Plan (National Park Service, 1996), describes the National Park Service role as coordinator, promoter, certifier, and leader in efforts to create a unified trail. Partnerships are identified as the primary way to unify and promote the trail as part of the “cultural inheritance of the western United States.”

The 2003 mission statement links the Anza Trail to the larger mission of the National Park Service. Preservation, public access and enjoyment, and appreciation are important elements. Both versions (National Park Service, 1996; 2003) appear here to illustrate the importance of the National Park Service achieving its mission through partnerships.

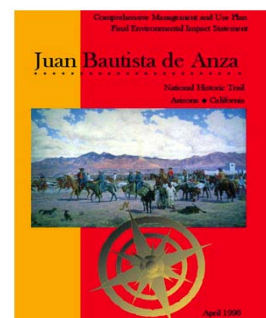
### 2003 Long Range Interpretive Plan

The 1,210-mile  
...Anza Trail  
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years 1775 and  
1776...

The 1,210-mile Juan Bautista de Anza National Historic Trail commemorates, protects, marks, and interprets the route traveled by Anza during the years 1775 and 1776 from Sonora, Mexico (New Spain), to bring settlers to establish a mission and presidio at today's San Francisco, California. It is the mission of the National Park Service to promote the preservation of, public access to and enjoyment and appreciation of historic and cultural resources and associated outdoor areas related to the Anza expedition, its descendants, and the American Indians who allowed them passage.

### 1996 Comprehensive Management Plan

The National Park Service will be the coordinator for administrative oversight, taking a proactive role in promoting and supporting the trail. The National Park Service will certify eligible sites and segments and will provide leadership with state, regional, and local governments, private landowners, organizations, corporations, and individuals to create a unified trail. The National Park Service will form partnerships with nonprofit support groups to develop a unified, continuous trail and to promote public awareness of its history. The trail will contribute to economic vitality along the route by linking historic sites along a marketed tourist route. Promotion will focus on education and public awareness, putting the public in touch with the roots of the cultural inheritance of the western United States.



## Vision for the Juan Bautista de Anza National Historic Trail

Vision statements describe a preferred future to be achieved. A contemporary and compelling vision statement is a catalyst to action and engages partners. Potential partners can tell, with a glance at a vision statement, if the proposed partnership is likely to help them realize their mission or priorities.

Two visions for the Anza Trail are included in the trail's guidance documents (National Park Service, 1996; 2003). Both describe a visitor experience enriched by the cultural and natural heritage of the Anza Trail. The more recent vision statement describes interpretation programming that will make the story "come alive through signs, living history programs, multi-media museum exhibits, and school curricula" so that visitors gain insight into a "vanished age when history was written by a small band of settlers headed for an unknown home on the edge of what was the end of the Spanish Empire" (National Park Service, 2003, p. 7).

### 2003 Long Range Interpretive Plan

By 2020, thousands of people will knowingly use the Anza Trail each year. They will be able to start their journey in Mexico where Anza first recruited members for the expedition. The visitor will be able to travel a well-marked trail connecting interpretive facilities that provide a variety of perspectives on one of the most epic events in the history of North America. The story of Juan Bautista de Anza and the colonists who followed him from Mexico to San Francisco will come alive through signs, living history programs, multi-media museum exhibits, and school curricula. Those that follow in the expedition's footsteps will discover places that the settlers saw, as well as landscapes that have been transformed partially because of their actions. A journey along the trail will provide insight into a vanished age when history was written by a small band of settlers headed for an unknown home on the edge of what was the end of the Spanish Empire. The Anza trail will draw together the rich heritages of Spain and Mexico in what is ultimately a uniquely American story exposing a broad and diverse range of visitors to its story and resources. The Juan Bautista de Anza National Historic Trail will be an established, well-known, and respected institution. A broad range of partners and volunteers will provide continued support for the interpretation of this important American story (National Park Service, 2003, p. 7).

The Anza Trail  
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story...

### 1996 Comprehensive Management Plan

A traveler will be able to hike, ride horseback, bicycle, and drive on a marked route from Nogales (Arizona) to San Francisco (California) and the loop in the eastern portion of San Francisco Bay. Along the way, the visitor can experience landscapes similar to those the expedition saw; learn the stories of the expedition, its members, and descendants; better understand the American Indian role in the expedition and the diversity of their cultures; and appreciate the extent of the accomplishments of Juan Bautista de Anza and his colonizers (National Park Service, 1996).

## Purpose and Significance of the Anza Trail

The purpose and significance statements for the Juan Bautista de Anza National Historic Trail speak to the historic importance of the trail and describe the opportunity for visitors to have an authentic experience with an epic journey that played a pivotal role in the development of the western United States. But these statements also address the importance of the Anza Trail's location and historical context as an avenue for outreach to audiences "traditionally underrepresented in the National Park Service" (National Park Service, 2003, p. 5).

The trail significance statement identifies some of the "traditionally underrepresented audiences" and themes that may be of particular relevance to contemporary visitors. The significance statement notes that the Anza Expedition consisted of "a diverse group of people, representing a broad range of social and ethnic groups" and that "in many ways, they mirror the diverse communities that line the Anza Trail today" (National Park Service, 2003, p. 5). Purpose and significance statements reinforce the importance of diverse partners and partnerships in shaping and sharing the Anza Trail story.

### Anza Trail Purpose

The purpose of the Anza Trail is to preserve a significant part of the history of the southwest and provide the means to allow a diverse group of Americans to make heart-felt connections with the story of the Anza expedition and the people affected by it. The trail provides the means for visitors to have firsthand knowledge and appreciation of some of the same experiences that the Anza expedition encountered in 1775-1776. The trail is unique in that its location and historical context provide avenues for outreach to traditionally underrepresented audiences in the National Park Service. One of the purposes of the trail is to provide the means to connect with these groups and to give them a broader understanding and appreciation for the National Park Service as a whole (National Park Service, 2003, p. 5).

### Anza Trail Significance

The Anza Trail links the stories of over a dozen different American Indian groups that were contacted by the expedition in the course of the trip. The records created by the expedition diaries paint an informative, if biased, picture of the different people who were contacted along the trail. Through these diaries, some of the stories of these cultures at the time of contact can be told.

The Anza Trail tells the story of women and children—not just soldiers and priests—and the roles they played in the settlement of California and the overall success of the Anza expedition. Recruiting families for the expedition was an attempt to guarantee the future success of the Spanish settlements by increasing the overall Spanish presence in Alta California.

The Anza Trail provides the opportunity to mark a historical event reflecting the migration of people and their interaction with existing cultures on the west coast during the later portion of the 18<sup>th</sup> century.

The Anza Trail was the completion of a long held Spanish plan to populate the northern frontier via an overland route connecting Sonora to Alta California and was an integral part of Spanish colonial policy in the New World.

The Anza Trail tells the story of an expedition consisting of a diverse group of people, representing a broad range of social and ethnic groups. The people of the Anza expedition are a reflection of the Spanish frontiers of the late 18th century. In many ways, they mirror the diverse communities that line the Anza Trail today.

The Anza Trail story shows that Anza displayed remarkable leadership in bringing so many people safely over a little-known route in a potentially hostile environment. The successful arrival of nearly 300 colonists, soldiers, and their families at the Monterey Presidio was largely due to Anza's planning, direction, and guidance.

The Anza Trail runs through some of the poorest counties in the United States. In these areas, the Anza Trail is the only National Park unit within 100 miles of the historic corridor. The Anza Trail has the unique opportunity to reach out to these communities both with the Anza Trail story and with the recreational opportunities afforded through the trail (National Park Service, 2003, pps. 5-6).

## Visitor Experience Goals

The Long Range Interpretive Plan for the Juan Bautista de Anza Trail identifies interpretive goals and operational goals for the visitor experience. Both are important for successful outreach and engagement. Partners can help the Anza Trail staff to accomplish their interpretive and operational goals.

### Visitor Experience Goals - Interpretive

Interpretive goals focus on programs, education, and printed materials. The interpretive goals for the visitor experience emphasize the traditional interpretation and education tools of well-trained staff and volunteers to deliver educational programs, living history presentations, and materials and curriculum focused on the themes of the trail.

The visitor experience goals are:

- Visitors will have interpretive opportunities to learn more about each of the trail themes.
- Children and adults will experience educational programs about the trail both in and out of classrooms.
- Visitors will have the opportunity to experience living history presentations at various sites along the trail.
- Visitors will encounter knowledgeable staff or trained volunteers who can provide accurate information and help coordinate Anza Trail events.



- Visitors will have the opportunity to experience interpretation through public art projects along the trail.
- Teachers will have curriculum-based materials to introduce students to the trail's significance.
- Trail visitors will be able to find the route and know the difference between the historic and recreational segments.
- Visitors will experience a sense of trail continuity in the various interpretative media displayed at various sites.
- Visitors will be able to locate significant historic trails sites that tell the Anza story.
- Visitors will have a wide variety of interpretive and education resources that will be accessible to a broad audience (National Park Service, 2003, p. 15-16).

### Visitor Experience Goals - Operational

Operational goals focus on the trail corridor. The Long Range Interpretation Plan recognizes that re-establishing the historic trail corridor and increasing the visibility of the automobile route will be essential if the education and interpretation goals are to be realized. To that end, six operational goals are included in the Long Range Interpretive Plan. These operational goals focus on the continuity, variety, and accessibility of the non-motorized (historic) and auto tour route experiences.

The operational goals are:

- The visitor will have varied recreational experiences in both rural and urban settings along the trail.
- Visitors will be able to follow a well-marked auto tour route.
- Trail users will be able to hike and ride in historical and wilderness settings as well as urban and developed ones.
- Equestrians, hikers, and bicyclists will be able to use the trail.
- The trail will provide a continuous link between its origins in northern Mexico and its terminus in the Bay Area, while providing opportunities to connect with other recreation and historic trails along its route.
- To the greatest degree possible, the trail will be accessible to a broad range of potential users.
- Whenever feasible, exhibits and the recreational trails will be designed to follow the principles of universal design (National Park Service, 2003, p. 15-16).

### Visitor Experience Goals - 2010 Update

Several new goals have emerged since the Long Range Interpretive Plan was finalized in 2003. This list is not exhaustive but it does serve as a starting point for an update and expansion of goals for the contemporary Anza Trail visitor experience.



The additional visitor experience goals are:

- To incorporate Geotourism principles and practices into the Anza Trail experience whenever possible. (More information on Geotourism can be found on the National Geographic Center for Sustainable Tourism website at [http://www.csdimapact.org/csd\\_news.html](http://www.csdimapact.org/csd_news.html) or [http://travel.nationalgeographic.com/travel/sustainable/about\\_geotourism.html](http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html).)
- To work with NPS and governmental officials from Mexico to extend the Anza Trail and pursue designation as an International Historic Trail.



*Illustration by David Rickman*

## Findings

There is a wealth of secondary data to guide trail leaders and decision-makers in their efforts to encourage diverse audiences to enjoy the trail and assist in its development. Key findings from the American Community Survey, an annual population survey conducted by the United States Census Bureau, help planners and partners to better understand who lives in the counties through which the Anza Trail passes. Selected findings from the outdoor recreation research reveal patterns and preferences for outdoor recreation. (More detailed tables appear in the resource files.) Key concepts from the community engagement literature are summarized as well.

Like most of the rest of the United States, the populations of Arizona and California are growing larger, older, and more racially and ethnically diverse. Both states grew rapidly in the last half of the 20<sup>th</sup> century. By 2008, California's population was 36,756,666 million and Arizona's population was 6,500,100 (U.S. Census Bureau, 2010). Together, more than 43 million people live in Arizona and California and about 36 million (or 65 percent of the combined populations) live in the nineteen counties crossed by the Anza Trail. What does the county-level demographic data reveal about the socio-demographic characteristics of people living in counties through which the Anza Trail passes? More importantly, how can these data be used to connect more intentionally and effectively with folks whose lives can be enhanced by the Anza Trail?

The National Park Service is interested in understanding how to engage ethnic minority, non-traditional audiences in the enjoyment and development of the Anza Trail. Today (not in 2020 or some other abstract “out there” date), one-third of all Americans are from racially and ethnically diverse backgrounds (Cohn and Bahrapour citing Census data, 2006). And, the future is clear. By 2050, the United States population will be balanced, proportionally, between racially and ethnically diverse persons and non-Hispanic whites (Stanton, 2009).

**“The United States will be 50/50 in 2050.”**

A brief note on nomenclature is appropriate here. The term “Hispanic” refers to persons whose ancestry can be traced to Spain, Mexico and the Spanish-speaking nations of Central America, South America and the Caribbean. The term “Latino” refers to persons whose ethnic identity is tied to Latin America or Mexico. Some research indicates that Latino is the preferred term within Latino communities. Therefore, when Hispanic is the term used in a report or when Census data are being cited, Hispanic will also be used in this document. In most other instances, Latino will be used.

But these changes in the composition and distribution of the American population are not reflected in national park visitation. Based on survey data about national park visitation, racial and ethnic minorities do not visit national parks as often as non-Hispanic whites. The “parks to people” movement of the late 1960s and 1970s created

national recreation areas to bring national park experiences to urban people, but most urban national parks visitation figures do not reflect the cultural diversity of their surrounding communities. Going the other direction (e.g., people to parks), the 2000 Census documented the growing distribution of racial and ethnic minorities, historically concentrated in urban gateway cities, throughout the entire United States. Despite significant increases in the percentages of Latinos in the non-urban and rural west, where landscape national parks are often located, Latino park visitation still remains low.

Finally, the Comprehensive Survey of the American Public, a national telephone survey, reconfirmed findings from years of research about differing visitation patterns by racial and ethnic groups (National Park Service, 2001). A second national survey is nearing completion so new data may soon be available to determine if national park visitation is becoming more diverse.

While there is some disagreement about the amount of under-representation, most surveys using random sampling techniques continue show a notable over-representation of one racial group (non-Hispanic Whites) and correspondingly lower percentages, compared to local, state, or national figures, of Latinos, Asians, African-Americans, Pacific Islanders, and Native Americans. These are important findings with implications for the mission and relevance of the National Park Service. As the benefits of outdoor recreation have become clearer, isolated calls to involve all Americans have coalesced into a national call for relevance, civic engagement, outreach, and enjoyment. Reports have been commissioned, best practices described, and outreach initiatives launched. In light of all this, it has become ever more important to understand who is living near the Anza Trail and how the National Park Service might become more culturally inclusive.

## Selected Socio-demographic Characteristics of People Living in Anza-Aligned Counties

### Size

The thirty-six million people living in the counties through which the Anza Trail passes in Arizona and California represented about 12 percent of the United States population 2007 (U.S. Census Bureau, 2005-2007). Through the careful development of the Anza Trail, the National Park Service has an extraordinary opportunity to protect cultural and natural resources and provide outdoor recreation opportunities for a large and diverse segment of the nation's population. Los Angeles County, with nearly 10 million people, has the largest population. Maricopa, San Diego, Riverside, Santa Clara, Alameda, and Contra Costa counties range in size from more than a million to 3.7 million. Pima, San Francisco, Ventura, and San Mateo counties range in population from 700,000 to just under a million. Santa Barbara and Monterey counties, combined, add another million. San Luis Obispo, Pinal, Yuma, and Imperial counties range in population between 158,000 and 268,000 each, and Santa Cruz and San Benito counties have smaller populations of 42,000 and 55,000, respectively. Population size is an important indicator for partners and sponsors. The Census Bureau website has current and detailed population information.

Thirty-six million people live in the Anza Trail counties.

Table 1 provides a quick way to consider the population growth of Arizona and California since their establishment as states in 1870 and 1850, respectively. Arizona's population grew from less than ten thousand to about 6.5 million in 138 years. California's population grew from less than 100 thousand to nearly 37 million in 158 years. In 1900, Arizona and California ranked 48<sup>th</sup> and 21<sup>st</sup> in terms of the size of their populations in comparisons to other states. By 1950, California had moved into the second position and Arizona had moved up ten spots to 38<sup>th</sup>. In 2000, California was the most populous state and Arizona was the 20<sup>th</sup> largest population (Hobbs and Nicole, 2002). Looking forward, between 2000 and 2030 Arizona is projected to increase its population by almost 109 percent, second only to Nevada's more rapid rate of population growth. During the same time period, California's population is projected to increase by 37 percent making it the thirteenth fast-growing state (U.S. Census Bureau, 2005).

Table 1. California and Arizona Population Estimates and Projections

	California	Arizona
2030	46,444,861	10,712,397
2010	38,067,134	6,37,381
2008	36,756,648	6,500,180
2000	33,811,648	5,130,632
1990	29,760,021	3,665,228
1950	10,586,22	749,587
Statehood	92,597	9,658

*Note.* Data from U.S. Census Bureau. 2010 and 2030 data are projections.

Population growth is an important indicator for planners with implications for policy formation and federal aid. Each gain of 500,000 people, for example, results in one and one-half billion in federal aid to "highways, airports, Medicaid, housing, federally backed business loans...more than 200 federal grant and aid programs" (Kiplinger Letter, 2010). Arizona is one of the ten states projected to gain at least one additional seat in the House of Representatives based on the 2010 Census.

California, on the other hand, for the first time since 1850 will not gain an additional seat in the House (Kiplinger Letter, 2010). The U.S. population projection for 2010 is 310 million people, up twenty-five percent over 1990. Non-Hispanic Whites will comprise about 65 percent of the population, down four percent from 2000. Hispanics will increase to sixteen percent of the total population. Asians, at about five percent, and African Americans, at about 14 percent, will retain their proportional shares of the population (Kiplinger Letter, 2010). State and county level information about race and ethnicity, gender, age, disability status, educational attainment, and income illustrate the diversity of residents living in the counties traversed by the Anza Trail. Comparative county-level figures are found in the resource files or at the Census Bureau website.

## Diversity—Race and Ethnicity

Collectively, the counties along the Anza Trail provide many opportunities to provide national park experiences to historically under-represented and underserved racial and ethnic groups. Counties with high percentages of Latinos include Santa Cruz, Imperial, Riverside, Los Angeles, Monterey, and San Benito (42.1 – 80.6 percent). Counties with high percentages of African Americans include Los Angeles, Alameda, and Contra

Costa (8.7 – 12.9 percent). Counties with high percentages of American Indians include Pima, Pinal, Yuma, and Imperial (1.2 – 5.5 percent). Eight counties, San Diego, Monterey, San Benito, Santa Clara, San Mateo, San Francisco, Alameda, and Contra Costa, report more than two percent multi-racial residents (U.S. Census Bureau, 2005-2007).

The Diversity Index, another measure of racial and ethnic variation, is an estimate of the statistical likelihood that two randomly selected people will be from different racial or ethnic groups. The Census Bureau estimates the Diversity Index (DI) for the nation as well as each state and county (U.S. Census Bureau, 2001). A higher fraction indicates greater racial and ethnic diversity and a lower fraction reflects a more racially and ethnically uniform population. Alameda, Los Angeles, San Francisco, Santa Clara, San Mateo, and Monterey are the six counties with the greatest Diversity Index measures.

Comparisons between areas and across time provide insight into the changing racial/ethnic composition of Arizona and California. Comparing 1990 and 2000 figures reveals a pattern of growing diversity. Contra Costa (California Bay Area) and Maricopa (AZ) counties showed the greatest increase in diversity between 1990 and 2000 followed by three Bay Area counties (Alameda, Santa Clara, and San Mateo). Since all four Bay Area counties have large populations the Diversity Index reflects rapid as well as large-scale change. In 1990 and again in 2000 three counties were less diverse than the national index of .49 (U.S. Census Bureau, 2001). Two counties, Santa Cruz and Imperial, were more uniformly Hispanic/Latino. San Luis Obispo County was more uniformly non-Hispanic White.

About 26 percent of the combined populations of the Anza-aligned counties speak a language other than English at home, another measure of racial or ethnic diversity (U.S. Census Bureau, 2005-2007). English may also be spoken, but the language of home, family, and leisure is “other than English” for about every fourth household. Together, these statistics on race, ethnicity, and language can help to connect audiences with opportunities through projects (and funding) that advance more culturally inclusive outdoor recreation and trail use.

More than a quarter of the people living in the Anza Trail counties speak a language other than English at home.

## Gender

The percentage of men and women in each county is fairly uniform, ranging from 47.7 percent female in Pinal County to 51.1 percent female in adjacent Pima County. In fourteen of the nineteen counties the ratio of women to men falls between 49 and 51 percent. Men generally make up a larger percentage of the outdoor recreation population and research has demonstrated that women have greater safety and security concerns as well as an “ethic of care” (Cronan, Shinew, & Stodolska, 2008) that sometimes constrain their outdoor recreation pursuits.

## Age

About 28.5 percent of all people living in Anza-aligned counties are under the age of 19, but individual counties show variation in their respective percentages of youth. More than 35 percent of the people residing in Santa Cruz County, for example, are



under 19. At the other end of the spectrum, only sixteen percent of the residents in San Francisco County are under the age of 19. (San Francisco County has had a low percentage of youth under 19 since the 1970s. When San Francisco is excluded the percentage of youth in the Anza counties ranges from 23.7 – 35.2 percent.) Other counties with high percentages of youth include Yuma County in Arizona and Imperial, Monterey, and San Benito counties in California. Approximately 40 percent of all California and Arizona youth under 19 live in Maricopa, Los Angeles, Riverside, or Alameda counties (U.S. Census Bureau, 2005-2007).

Depending on the county, eight to 14.5 percent of the population is over the age of 65. Most of the counties range from 10 – 11 percent. At 14.5 percent, San Francisco and Pima counties have the highest percentages of people over the age of 65 (U.S. Census Bureau, 2005-2007). The Anza Trail offers important opportunities for healthy, outdoor recreation in areas near large populations. Further, the trail and its stories provide some interesting and powerful opportunities for intergenerational outdoor recreation and cultural heritage exploration.

### Disability Status

About seven percent of the residents living in the Anza counties report some type of disability (U.S. Census Bureau, 2005-2007). Little additional information is available about the type and severity of impairment but the county-by-county figures are included in the resource files. For those with mobility impairments, well-designed trails provide important access to outdoor recreation and nature.

### Education

National park visitors typically have high levels of educational attainment. So what percentage of persons has a college degree? The San Francisco Bay Area counties have the highest percentages of residents with undergraduate degrees with percentages ranging from 37.2 to 49.8 percent (U.S. Census Bureau, 2005-2007). San Diego, Ventura, Santa Barbara, San Luis Obispo, and Maricopa range from 33.2 to 27.2 percent. Pinal, Santa Cruz, Riverside, and San Benito range from 15-19.6 percent. In Imperial and Yuma counties 10-12 percent of the residents have bachelors or higher academic degrees.

### Income

National park visitors generally report higher household income levels than the population as a whole. Median household income in the Anza counties ranges from \$35,900 to \$83,100. Annual mean household income ranges from \$50,500 - \$112,400. At the other end of the spectrum, slightly more than 20 percent of the population lives below the poverty line in Imperial County. The range of families living below the poverty line ranges from a low of 4.4 percent in San Mateo County to a high of 18.5 percent in Imperial County (U.S. Census Bureau, 2005-2007).

### Conclusion

This brief overview of the socio-demographic characteristics reveals a great deal of variation in the nineteen counties along the Anza Trail. Due to the length and location of the Anza Trail there is an enormous opportunity for NPS to share national park

experiences with millions by increasing the range and diversity of people enjoying the Anza Trail and engaging in its development.

## Outdoor Recreation Patterns and Preferences in Arizona and California

More than forty years of outdoor recreation and trail use research provides information about the diverse patterns and preferences of America's outdoor enthusiasts. First, higher levels of income and educational attainment were correlated with outdoor recreation participation. As more data were available, similar correlations were developed using age, gender, and race/ethnicity as organizing characteristics. While there is greater variation within groups than between groups, non-Hispanic whites are over-represented in most types of outdoor recreation relative to their proportion of the national population. African Americans are the most likely to be under-represented in outdoor recreation. Asians generally lie between these two groups in terms of outdoor recreation participation. Latinos, an ethnic rather than racial classification, participate in rates similar to Anglos for some forms of outdoor recreation but report lower participation rates for other forms of outdoor recreation.

We have more than forty years of outdoor recreation and trail use research exploring the diverse patterns and preferences of America's outdoor enthusiasts.

So, what do we know about outdoor recreation patterns and preferences and how can we use that knowledge to increase community participation in the use and development of the Juan Bautista de Anza National Historic Trail? Selected research findings appear here, though there is more research available. Several synthesis efforts are included in the reference list and, when available, as electronic documents in the resource files.

## Arizona's Statewide Comprehensive Outdoor Recreation Plan

The Land and Water Conservation Fund (LWCF) Act requires that each state prepare a statewide outdoor recreation plan, (SCORP) about every five years prior to receiving funds for local and state sponsored outdoor recreation enhancements. The SCORP for Arizona was recently released (Arizona State Parks, 2008). A public attitudes and opinions survey was completed with 1,238 Arizona residents in 2006 as part of the SCORP planning cycle. Key findings from the Arizona survey, though statewide in nature, provide a useful gauge for planners. Selected findings are presented as bullet points here, and the entire Arizona Statewide Comprehensive Outdoor Recreation Plan is included in the resource files that accompany this document.

- Forty-five percent of the survey respondents said they were "very interested" in outdoor recreation; only seven percent indicated that they had no interest in outdoor recreation.

- Large, nature-oriented parks...used primarily for hiking, picnicking, or camping were the most important of four types of recreation settings followed by “open spaces in natural settings with very little development.”
- Muscle powered outdoor recreation (e.g., hiking, backpacking, jogging) generated the second highest number of user days in Arizona, following sports participation (e.g., baseball, football, soccer). Pleasure driving, visiting a park, natural or cultural feature, visiting a wilderness area or nature preserve were among the six most frequent outdoor recreation categories, in terms of user days.
- Driving for pleasure (83.7%), picnicking (77.4%), and “on your feet” activities (e.g., hiking, backpacking, jogging) (74.7%), and visiting a wilderness area/preserve were the four activities with the highest percentage of Arizonans participating (p. 161).
- Between 35 – 48 percent of the survey respondents indicated that they expected to increase the frequency of their participation in these outdoor recreation activities over the next five years (p. 64). Additional opportunities for “on your feet activities” such as hiking, backpacking, and jogging were ranked fifth in terms of future need. Outdoor events, parks, wilderness areas/nature preserves, and picnicking opportunities were ranked in the first four spots. (p. 160).
- Visitors to Arizona also enjoyed outdoor recreation. Nineteen percent visited state or national parks, 14 percent visited historic sites, and 8 percent enjoyed hiking and biking (p. 68).

Key findings from a 2003 statewide trails survey of more than 5,000 Arizonans are included in the SCORP in a summary prepared by Annie McVay and Amy Racki. Key findings from the survey include:

- Nearly 63 percent of all survey respondents used non-motorized trails “at some point during their time in Arizona and 56.5% said most of their trail use involved non-motorized activities”
- “...important motives for using trails...were to view scenic beauty, to be close to nature, and to get away from the usual demands of life”
- Trail hiking (day hiking), walking, visiting historical archaeological sites, and jogging/running were the most popular trail uses
- “Non-motorized trail users most often recreate just outside a city or town or in a city or town, but said they prefer to use trails in a remote area or a rural area”
- “The majority of trail users (62% to 70%) prefer trails of moderate difficulty”
- Public access to trail opportunities concerns Arizona’s trail users (pp. 81-83).

In Arizona, trail hiking, walking, visiting historical archaeological sites, and jogging or running were the most popular trail uses ...important motives for using trails included scenic beauty, to be close to nature, and to get away from life’s demands.

## California's Comprehensive Outdoor Recreation Plan

California's most recent Comprehensive Outdoor Recreation Plan (CORP) included a Public Attitudes and Opinions Survey (2009a; 2009b) with responses from about 2,780 Californians. Key findings from the survey include:

- Almost three-quarters of the respondents had visited a park during the preceding month.
- Primary motivations for being outdoors included having fun, being with family and friends, relaxing, and scenic beauty.
- Walking for fitness or pleasure was the most common outdoor recreation activity, reported by nearly three-quarters (74 percent) of the respondents. Picnicking, driving for pleasure/driving through natural areas, sightseeing, beach activities, and visiting outdoor nature museums, zoos, gardens or arboretums were also among the most popular outdoor recreation pursuits.
- More than half (53 percent) of the respondents had used an unpaved multipurpose trail during their last park visit. Multipurpose trails were listed among the most important park facilities and services.
- Day hiking on trails was among the top four activities that Californians would like to participate in more often.
- Respondents pursue outdoor recreation relatively close to home. The majority (68 percent) spent less than five minutes driving or walking to recreation areas.

An additional analysis was completed on the Hispanic respondents to the survey. (Hispanic refers to the term chosen for this particular study.) Key points where Hispanic respondents differed from non-Hispanic respondents include:

- Hispanics were more likely to visit parks with family members only.
- Hispanics spent more days visiting highly developed parks and recreation areas (and fewer days in natural and undeveloped areas).
- Hispanics were more likely to use sport courts, playgrounds, and picnic tables
- Hispanics were less likely to use unpaved multipurpose trails, beach/water recreation areas, and scenic observation/wildlife viewing areas.
- Hispanics were more likely to believe government agencies should protect historic resources.
- Hispanics prioritized play activity areas, multi-use turf areas for field sports, and environmental/outdoor education areas and facilities.

Data were also collected from California youth (n=400) about their outdoor recreation experiences. Youth participated in outdoor recreation because it was fun and enjoyable (84 percent) and so they could be with family and friends (68 percent). Swimming, soccer, and basketball were the most common outdoor activities of youth. There was latent (unmet) demand for horseback riding, selected winter activities, swimming in a pool and using jet skis. Recreation closer to home, age group activities, and more

recreation equipment would enable more young people to participate in outdoor recreation. Other barriers to more frequent outdoor recreation included being “too busy,” more interested in the Internet, weather-related concerns, and lack of friends with whom to participate.

### Next Generation of Outdoor Recreation Participants

The Outdoor Industry Foundation, representing the interests and allies of muscle-powered outdoor recreation, commissioned a national study of the active outdoor recreation lifestyle (Arizona SCORP citing Outdoor Industry Survey, 2008). The study was an on-line survey so the findings may not be universally applicable, but several of their key findings have implications for the Anza Trail. Among their findings of note:

- Ninety percent of the adult outdoor participants are introduced to outdoor activities before age 18.
- Outdoor recreation participation peaks by age 12 at almost 80 percent and drops to below 50 percent for adults after 45.
- Females begin to reduce their participation in outdoor recreation during their teenage years and males begin to reduce their participation in young adulthood.
- Favorite “gateway” activities for youth aged 6-17 include bicycling, running/jogging, skateboarding, fishing and wildlife viewing. The same activities remain the gateway activities of young adults, aged 18-24.



*Illustration by David Rickman*



## Outdoor Recreation Participation Rates

Social scientists have noted differing participation rates in outdoor recreation since the large, national outdoor recreation commissions began compiling literature in the mid-1960s. Table 2 illustrates this point by showing Bay Area participation rates, within selected racially and ethnically diverse groups, in various outdoor recreation activities that might also be undertaken on the Anza Trail. These data, drawn from the National Survey on Recreation and the Environment (NSRE), appeared as an appendix in *Parks, People and Change* (Bay Area Open Space Council, 2004). The National Survey on Recreation and the Environment represents a continuation of the National Recreation Survey first undertaken in 1960 (NSRE, n.d.). The proportion of the sample derived from each racial or ethnic group was not reported but caution is always recommended when the sample size is small.

Table 2. Bay Area Outdoor Recreation Participation Rates (2000 – 2003).

Outdoor Recreation Type	Sample Size	Percentage Reporting Participation				
		White	Black/ African American	Native American	Asian/ Pacific Islander	Hispanic
Walking for Pleasure	860	93	93	92	87	81
Family Gathering	782	79	79	77	72	79
Visit Nature Centers/Zoos	771	75	52	54	63	65
View/Photograph Scenery	724	79	42	62	69	57
Picnicking	648	68	61	46	60	57
Sightseeing	555	67	45	46	55	33
Hiking	554	61	21	46	41	55
Visit Historic Sites	545	69	47	60	46	41
Driving for Pleasure	540	64	48	36	48	42
Bicycling	475	50	43	46	42	41
Swimming Outdoors	445	55	20	50	26	36
Wilderness Visit	436	50	24	39	29	29
Developed Camping	369	40	26	54	30	31
Mountain Biking	249	30	21	30	25	24
Visit Prehistoric Sites	226	25	22	17	21	22
All Fishing	224	23	20	31	16	25
Backpacking	183	22	4	0	15	10
Primitive Camping	170	21	8	25	10	12
All Horseback Riding	109	13	13	8	3	6
Horseback Riding on Trails	84	11	10	9	4	4

Source: Bay Area Open Space Council (2004) citing National Survey on Recreation and the Environment (NSRE) data from 2000-2003.

## Outdoor Recreation Style

Participation rates are important but they are an incomplete measure of outdoor recreation. Chavez (2001) adds two important concepts to discussions about outdoor recreation participation among different racial and ethnic groups. First, Chavez points out that the percentage of group members participating in a particular activity is not indicative of the value those participants attach to or derive from their participation. Second, and perhaps more important, Chavez notes that information about differing

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outdoor recreation styles may be more useful to planners and managers than focusing only on differing participation rates. Recreation style helps to distinguish the many ways that people experience outdoor recreation or value amenities differently. Two examples are sufficient to illustrate the concept of recreation style.

The campsite is a common outdoor recreation infrastructure. A typical campsite includes a picnic table, barbeque grill, and a couple of parking spaces. There is generally a vault or flush toilet to serve the entire campground. Originally designed for a camping group of four to six people in one or two vehicles, these campsites are ill suited for contemporary campers traveling in larger groups of fifteen to fifty persons who want to cook, eat, and socialize together for extended periods of time. The same campsite is equally ill suited for the RV camper needing hook-ups and a clear path to point the satellite dish. The outdoor recreation activity may be camping but the outdoor recreation style varies dramatically.

Similarly, walking for pleasure is the most frequently reported form of active outdoor recreation. Whether people stroll side-by-side along a promenade or hike single file into the wilderness is a reflection of recreation style. It is beyond the scope of this report to discuss in detail on recreation style, but there is a growing body of literature to inform planning (Bay Area Open Space Council, 2004; Chavez, 2008; Roberts, 2009).

## Trail Use and Trail Users

Trail users, especially long distance trail enthusiasts, share many similar characteristics with national park visitors. Often they report higher levels of income and educational attainment than the population as a whole. The percentage of trails users who self-identify as White, Caucasian, or Anglo on trail surveys is greater than their proportion of the U.S. population.

Recent research on Latino trail use (Cronan, Shinew, and Stodolska, 2008) suggests that Latinos use trails to enjoy nature and to maintain social connections. The length of visit often extends for hours but actual “fitness” use may be less than typically associated with trails. The authors suggest a variety of design features that might better serve the needs of Latino visitors, especially women accompanied by children. For example, circular trails around play areas enable caregivers to walk while keeping an eye on their children. While this is only one research study, the findings are consistent with other research about how Latinos typically use parks, open space, and national forest areas.

## Volunteerism

Trails are magnets for volunteers and the energy and passion of volunteers was recognized in the foundation documents and guidance for the Juan Bautista de Anza National Historic Trail. Recent research by Farrell (2003) investigated the motivations of participants in the community-based stewardship programs at the Golden Gate National Recreation Area. Her findings reveal that participants in community-based stewardship programs view their involvement as a form of recreation. The volunteers’

motivations often did not vary based on income or program type but some differences were observed based on age and levels of educational attainment. Volunteers were most likely to be motivated by conservation and protection values. Learning more about the resources and how to protect natural areas were important motivators for volunteers. More frequent volunteers and volunteers who had been involved in community-based stewardship programs for longer periods of time tended to rate conservation values more highly than less frequent or newer volunteers. Connecting the work of volunteers involved with the Anza Trail to conservation and heritage values will likely lead to increased frequency and longevity among volunteers.

Since the Anza Trail is a National Historic Trail it presents additional opportunities for volunteers. Volunteers can assist with outreach events along the trail and can promote the Anza Trail by tabling at other community-based events and festivals. Resources, training, and organizational infrastructure will increase Anza Trail volunteerism. It is a powerful community engagement strategy.

## Community Engagement

National Park Service personnel and partners respond to requests for information or assistance, but more proactive approaches are needed to respond to the needs of historically underserved communities. This applies to information as well as public involvement and community engagement. Lack of information is among the most frequently cited reasons that people do not visit national parks (National Park Service, 2001). Further, many of the public involvement strategies used by natural resource agencies for the past 40 years have been predicated on “the public” coming to an agency meeting or workshop to be informed about the processes or outcomes of a planning effort. This model, though grounded in legal mandate and professional practice, requires “the public” to be aware of and engaged in the public process. To those less familiar with these systems the process seems daunting or unrelated to more pressing day-to-day issues.

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More flexible and adaptable processes are emerging as planners gain more experience with more culturally inclusive public involvement and community engagement strategies. In addition, ideas and techniques can be adapted from the work that cultural heritage institutions are undertaking to become more culturally inclusive. Anza Trail staff and partners can select from a broad and long list of strategies to connect with groups and organizations that reflect the interests and priorities of diverse communities.

Chavez (2008) offers one of the simplest and most elegant summaries of a more inclusive approach to community engagement—the I-Triad. First developed to reach out to Latinos, the I-Triad encourages park planners and leaders to invite, include, and involve persons from underserved communities early and often as plans and projects are forming. Two other important cornerstones in community engagement efforts are to find shared goals and values as a precursor to meaningful engagement and to always remain aware that many underserved communities have prior negative experiences with government representatives.

Findings from a variety of sources (Baur, DiPrizio, Fernandez, Fried, & Sellers 2007; Bonilla, 2010; Building Relationships, 2005; Chavez, 2000; Lanfer & Taylor, 2004; and Roberts, Chavez, Lara, & Sheffield, 2009) identify several elements of successful outreach efforts. For example,

- They invite, include, and involve representatives from under-served groups early in the formative stages to ensure that goals are mutually shared and beneficial
- They work with and through existing community leaders and community-based organizations to mobilize community involvement
- They address a wide range of natural resources issues and opportunities including those closest to the communities and neighborhoods
- They seek community involvement in all agency aspects including public use and public involvement, as well as employment, leadership, and advisory/executive board service
- They recognize that patience and persistence are important because past efforts have occurred, often without satisfactory or sustained commitment from the initiating agency or external “partner”
- They generally start small and build on successes

Individual outreach and engagement initiatives will ultimately be unsuccessful unless they are matched with “in reach” into the heart of the organization, agency, or firm. To be successful, community engagement strategies require (Baur, DiPrizio, Fernandez, Fried, & Sellers 2007; Bonilla, 2010; Building Relationships, 2005; Chavez, 2000; Lanfer & Taylor, 2004; and Roberts, Chavez, Lara, & Sheffield, 2009):

- Strong support from the executive leadership to ensure internal commitment and continuity
- Staying power based on patience, trust, and respect
- A willingness to engage partners from the earliest phases to help frame the issues
- Mission alignment, shared power, and compatible approaches
- Resources to achieve outcomes

## Heritage Institutions

Museums, historic homes, heritage parks, specialized libraries, and other cultural heritage institutions are increasing their efforts to serve broader audiences. They are designing their communication and messaging strategies in a more inclusive manner and becoming more thoughtful about who is represented in the collateral material. They are increasing access for new visitors through extended hours, better signage, and more visible partnerships with transportation providers. They are providing spaces for new voices by working with and through existing community based organizations (CBOs) to invite groups to share untold stories in authentic and culturally inclusive ways. Some of the common strategies they are using to maintain relevance and stay connected with their established and emerging communities of interest include (Seattle Art Museum, 2005; personal communication, 2009):

### Sharing the Story-Communicating in a more culturally inclusive manner

- Convening community advisory boards or task forces to provide an ongoing source of two-way information exchange with communities of interest
- Adding youth voices to existing community advisory groups or creating advisory groups comprised entirely of youth
- Partnering with university academic programs in museum studies, architecture, parks and recreation, anthropology, and library information sciences to conduct field research or to gain experience in community engagement techniques
- Cross-marketing with other cultural institutions to increase awareness of a fuller range of cultural heritage institutions in the area
- Translating information and signage
- Using culturally inclusive photographs in collateral material

### Increasing Enjoyment-Improving access for new visitors

- Making facility space available to community groups for meetings or special events.
- Sponsoring special events, especially events with “cross-over” themes that are shared by many cultural groups and ages
- Partnering with other organizations to utilize the institution’s space as a venue for other types of art and entertainment
- Offering family-friendly programming to appeal to a wide range of ages, abilities, and linguistic capabilities
- Providing institutional memberships to community organizations (e.g., library, park and recreation departments) to share with their members and users
- Working with local tourism promotion groups to include admission and special tours as part of auction packages or other, fund-raising endeavors

### Shaping the Story-Providing a place for new voices

- Offering multiple perspectives on the exhibitions and collections maintained by the cultural heritage institution
- Expanding or changing board membership to include representatives from diverse perspectives and traditions
- Using technology to engage youth and empower audiences to share their own stories, in their own words

## Anza Trail Community Engagement Increasing Enjoyment; Sharing and Shaping the Story

All these strategies and ideas have a place along the Anza Trail because the perspectives and stories are as diverse as the terrain through which it passes. Spanning two countries and four states (two in the United States and two in Mexico), the trail connects people to rich and varied recreational, historic, scenic, archeological, natural,



and cultural features along the Anza Trail. Through the Anza Trail, the hopes of past travelers live on our current dreams for a better future. It is a national treasure.

Five broad themes guide the education and interpretation of the Juan Bautista de Anza National Historic Trail. Together these themes commemorate, celebrate, and examine the consequences of the expedition and its role in the development of California after European contact expanded in the latter part of the eighteenth century. The interpretation themes of the trail:

- Commemorate the settlement of San Francisco Presidio and mission,
- Celebrate the diversity of the settlers,
- Recognize the role Native Americans played in the success of the expedition,
- Examine the consequences of European settlement on native cultures, and
- Examine the consequences of European settlement on the natural environment.



Government-to-government relationships are the foundation of increased community enjoyment of and engagement with the Anza Trail. When NPS partners with other governmental agencies, long-term stability as well as access to the policy, planning and funding processes endures. Government-to-government partnerships are essential to the future of the Anza Trail and efforts to increase community engagement. Government-to-government relationships between the National Park Service and the sovereign tribal nations in Arizona and California will yield rich benefits for the Anza Trail and tribal partners. These relationships are necessary to support a growing array of established and emerging partnerships within and between tribal organizations.

Partnerships with local, state, regional, and federal transportation and park and recreation professionals are essential. Transportation professionals can partner with NPS staff to access resources for trail development. Local, regional, state, and federal park partners can add destination features to the Anza Trail as well as amenities and infrastructure. Since both of these long-term partners are responsible for trail and park planning within their respective jurisdictions they also provide a foundation for greater community engagement. Often aided by advisory committees, these partners can help Anza Trail staff connect with local communities of interest.

In addition to these governmental partnerships there are many other organizations, associations, agencies and individuals who might be interested in partnering to assist with the development of the Anza Trail. Understanding their values and priorities is an important aspect of any sustainable partnership. Some of these potential partners are identified in the Anza Lead Book, another component of this action plan.

## Sharing the Story

What are the priorities and topics of interest for the contemporary groups and organizations that represent the interests of Latinos, African-Americans, Native Americans, and Anza Expedition descendents? Who are the potential partners from each group?

Organizations and agencies with an interest in economic development, including tourism development, will often become interested in the Anza Trail. Trails typically increase adjacent property values and often serve as destination draws as well as popular local attractions.

Community development, social service, and health care professionals are interested in the social capital and healthy lifestyle benefits of trails and parks. These partners are always well networked to local communities of interest and are highly credible sources of information.

School campuses, community-centers, and local and county park and recreation departments offer rich partnership potential and ways to connect with youth, care-givers, and the organizations and agencies that support youth and families in the community.

Local and specialized heritage organizations can partner with the Anza Trail to bring trail stories to life and to new generations. Often these organizations are skilled at seeking external funding for program delivery and can tap passionate volunteer leadership to support program design, development, and delivery.

Churches and worship communities are other contemporary groups that often represent the interests of historically underserved communities. In many areas, these faith-based organizations (or FBOs) are the strongest community organizers and advocates. Most faith-based organizations are interested in strengthening communities, providing positive activities for youth and seniors, ensuring safe access to parks and nature, and increasing access to educational, economic, and political systems. Many FBOs have social halls or other large gathering places that can be use for community meetings and other public purposes.

Media partners, particularly ethnic media, can promote opportunities to enjoy the Anza Trail and to help develop interest in the trail and its stories throughout California, Arizona, and into Mexico. As long as it is newsworthy (e.g., “new” and worthy of notice by audience), media representatives are generally interested in sharing information with their readers and listeners. Celebrations and special events are particularly popular. Media partners also have a public service obligation and will sometimes assist community members in preparing media releases.

Representatives of these and other possible partners are included in the Anza Lead Book and contact spreadsheet that was prepared for this action plan.

## Shaping the Story

How does each group fit within the broader themes of the Anza Trail?

Partners from historically under-represented groups have an important role in developing the Anza Trail. Native Americans, expedition descendents, Latinos, and African Americans can find a voice and a place for themselves and their loved ones along the Anza Trail. How might each group fit within the broader themes of the Anza Trail?

Native Americans want non-Indian people to understand that their cultures are contemporary, vital, and sovereign. They desire to share their own stories rather than have them told by others. Maintaining access to the land for traditional spiritual and cultural uses is important as a means to preserve those traditions. For many Native Americans there is a long memory of dispossession and years of negative dealings with the agencies and representatives of the federal government. Despite all that has occurred, however, many Native Americans have persevered and prospered by transcending the past without abandoning their cultural heritage.

The descendents of the Anza expedition members were some of the earliest supporters for trail designation in the 1970s. They remain strong supporters today. Descendents want their ancestors' contributions to the development of California and the western United States recognized. Proud of their ancestral links, descendents feel their ancestors' histories focused on opportunity seeking, rather than exploitation and oppression. Some descendents maintain strong connections to their heritage and reinforce those connections through living history appearances at events and family gatherings. Their other contributions to the Anza Trail include trail building, historical research, well-researched publications about the Anza Trail, appearances at special events, and fieldwork to ensure historically accurate trail alignment.

Latinos are the fastest-growing percentage of the U.S. population. Their interests and priorities are as diverse as their origins. Despite the variations, however, the importance and centrality of "family" endures through and across generations. Outdoor recreation and leisure time revolves around the extended family. For many Latinos, the Spanish colonial heritage lives on in cultural expressions and use of public spaces. Plazas and other public gathering places are important for socializing and maintaining cultural traditions. Further research about the appeal of Spanish Colonial themes is needed, but family, fitness/wellness, and youth are consistent shared interests that can form the basis of strong partnerships between Latino-focused groups and the Anza Trail. Also, not all people with Mexican origins are recent immigrants. Indeed many families have been living in the United States for generations and are proud of their U.S. heritage.

There is little connection between African-American communities in Arizona and California and the Anza Trail. Though present in the "new world" since the 1700s, the contributions of persons of African descent to the development of California and western United States have seldom been visible. In theory, then, the themes of the Anza Trail might represent a means to connect African Americans with an outdoor heritage that is positive and opportunity-oriented, rather than the cultural memories of exploitation and enslavement of other times. (The recently completed Afro-Latino brochure describes some of these contributions.) Health concerns centered on obesity, diabetes, and asthma circulate in the African American community, so the health

benefits of trails and parks as places for walking and other forms of outdoor recreation represent a promising way to initiate a dialog.

Regardless of racial and ethnic background or how long someone has been a resident of the United States, priorities for time and community engagement are influenced by socio-economic status, income, education, and access to opportunities to get involved. For example, recent immigrants, regardless of their country of origin, and low-income families are often focused on gaining access to educational and economic systems, and are concerned about health and safety, especially for children. Often working long hours in physically demanding jobs, caregivers' priorities for outdoor recreation are family, relaxation, and access to nature. For many low-income families, public parks and trails provide the most readily available access to nature and the outdoors. Many recent immigrants use public parks and plazas as places to maintain cultural traditions while adapting to a new land (Lanfer and Taylor, 2004).

## Enjoying the Trail

How might each partner group be approached to encourage their involvement in the development of the Anza Trail?

Increasing enjoyment of the Anza Trail is the most important way to encourage greater involvement by partner groups in the development of the Anza Trail. Opportunities to walk, bike, ride, or tour (vehicle or trail) a well-designed and interpreted Anza Trail is essential to building new relationships with the groups and organizations that are aligned with the interests of Native Americans, expedition descendants, Latinos, and African Americans. When people are able to attend interesting and informative special events, activities, and performances

they develop an appreciation for the vast scope of the Anza expedition's journey. When people experience, first-hand, the Anza Trail stories at certified facilities or along well-signed trail segments, their interest grows in the contemporary consequences of the long-ago expedition. The vehicle route and the interpreted Amtrak segment of the Anza Trail represent two other ways to experience the Anza Trail and attract new enthusiasts through their primary interests in vehicles, trains, and road trips. In short, when people get interested, people get involved. Since people like to share their new discoveries with other friends and family members, more people will get involved as more and better Anza Trail segments are available to support their current leisure interests. (It is important to remember that these current interests are usually something other than the history and heritage of the Anza Expedition.)

The Anza Trail can be a useful tool to help others achieve their priorities. If getting involved in the development of the Anza Trail helps individuals, groups, and organizations achieve their primary objectives and organizational missions, then powerful and enduring partnerships will be forged. It is in the realm of shared values, shared vision, and mutual trust that the most enduring partnerships are formed. Positioning the enjoyment and development of the Anza Trail within the overall priorities of others is a different, but important, way to inspire enduring community engagement.

The next step is to request the gift of expertise. Asking people to share their expertise is a powerful way to engage new partners in the development of the Anza Trail. There are many types of expertise and it is relatively easy for people to make that expertise available. People can help the National Park Service to frame the Anza Trail priorities

more effectively in their localized context. People can provide access to key informants, community leaders, and points of contact within community organizations. People can provide access to their personal networks and community gathering places. People can incorporate Anza Trail opportunities and needs into their long-range strategic plans and the master plans for their organizations and agencies. People can share their expertise about culturally appropriate ways to share Anza themes and stories.

After people have enjoyed the Anza Trail and been asked to contribute their expertise, investing time and resources into actually developing the remaining segments of the Anza Trail may follow, but always within the context of enjoyment, lasting improvements, mutual benefits, and fulfilling local needs. As the relationships between current Anza Trail enthusiasts and new partners grow and strengthen many opportunities for mutually beneficial partnerships will emerge. Together, established and emerging partners can help to certify new facilities, provide person power to build and maintain the Anza Trail, and work together to embed the trail more fully into the life of the communities through which it passes and the work of the partners who propel the Anza Trail into the future.

Earning a place in the life of local communities takes goodwill and persistence. Long-time leaders have seen numerous, promising overtures fade when the funding or precipitating crisis passes. Fortunately, the Anza Trail responds to many of the expressed needs of trail-adjacent communities for safe access to nature and opportunities to maintain healthy lifestyles. Well-designed trailheads and trailside infrastructure can provide places for families to gather with friends to enjoy nature, each other, and outdoor recreation opportunities. The Anza Trail can also serve as a source of cultural pride and a “stage” to maintain cultural traditions or reinforce cultural heritage, common values in many communities.



*Illustration by David Rickman*

## Focus

### Key Ideas from the SWOT Analysis

Strategic planning entered management thinking in the 1970s. SWOT Analysis, a popular strategic planning technique, emerged early and endures today. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats and it is an intuitively appealing way to summarize complex forces that impact a business or organization. Strengths and weaknesses are internal forces. Opportunities and threats are external forces. The continuing appeal of SWOT Analysis lies in its simplicity and value as a tool to allocate resources strategically in response to changing internal and external conditions. A SWOT Analysis focused on the Juan Bautista de Anza National Historic Trail reveals important opportunities for community engagement. A brief summary of Anza Trail strengths, weaknesses, threats and opportunities follows.

### Strengths of the Anza Trail

The primary strengths of the Juan Bautista de Anza National Historic Trail are the enduring themes of the trail, its characteristics as a long distance trail, its location in the fast-growing southwest, and its potential for partnerships. Key strengths include:

- The Anza Trail is over 1,800 miles long (1,200 miles in the U.S. and another 600 miles in Mexico) and crosses an international border. This length enables the National Park Service to bring national historic trail experiences to millions through an auto tour and a recreational trail corridor with a growing network of certified trail segments.
- The Anza Trail is “national and named.” As a unit of the National Park Service, the Juan Bautista de Anza National Historic Trail, designated in 1990, shares the prestige and visibility of one of America’s most highly regarded institutions. The Anza Trail is also part of the national trails system, a system with increasing visibility. The Anza Trail was designated as one of sixteen Millennium Trails in 1999 (Millennium Trails, n.d.). Each designation helps elevate the Anza Trail’s importance and adds value to the trail experience.
- During the early planning phases of the Anza Trail advocates on both sides of the international border expressed a desire to “recognize the full length of Anza’s colonizing expedition by making the trail the Juan Bautista de Anza International Historic Trail.” (National Park Service, 1996). Although Congress did not designate the trail as an international trail the CMP states that NPS “will actively explore the potential for an international trail.” (National Park Service, 1996).
- The Anza Trail route and corridor connects other resource agency, open space, and park assets at local, state, and federal levels. The Anza Trail crosses or passes close to nine National Park Service units and twenty-two state parks. It also runs through many local, county, and regional parks.



- Each county has some type of county-based planning effort for parks, recreation, trails, or open/green space. In several counties the Anza Trail is well integrated into the local, county, and regional trails systems.
- There are many schools, colleges, and universities along the Anza Trail corridor. Schools serve as community hubs, providing permanent infrastructure for meetings and messaging. They also provide a means to connect with educators, parents/caregivers, and students.
- The colleges and universities along the route represent a particularly important strength for the Anza Trail because they provide access to educational and economic opportunities in a knowledge-based economy.
- The Anza Trail is aligned with well-traveled and important roadway and highway systems that provide access to the trail, its trailheads, and parks and other historic features. Much of the trail's route and corridor is located in urbanized Arizona, sprawling southern California, and the high density San Francisco Bay Area, including San Jose and the East Bay.
- The Anza Trail provides access to healthy outdoor recreation and active lifestyles. When traversing less densely populated or wilderness/wildland areas, the Anza Trail also provides important trail opportunities for equestrians and solitude seekers.
- Trails are magnets for volunteerism and are often supported by trail user groups. Since trails can be built incrementally and enhanced endlessly they provide both short and long term volunteer opportunities for a wide range of ages and skill levels. Dedicated trail and transportation funding is also available to support trail improvements and volunteers.
- The Anza Trail story can connect with diverse audiences who can use, support, and help develop the Anza Trail. Some of these “story strengths” include:
  - The Anza Trail shares a timeless story of opportunity seeking and hospitality.
  - The Anza Trail is a multicultural story with varied and complex story lines.
  - The Anza Trail provides a way to connect historic and complex themes with contemporary audiences and issues.
  - The Anza Trail story and themes are relevant today and provide potential partners with a new means to pursue their own missions and mandates.

## Weaknesses of the Anza Trail

Ironically many of the Trail's strengths are also weaknesses. This observation is not a criticism of past or present Anza Trail volunteers or partners. Nor is it a critique of the National Park Service. It takes years to create a long distance trail and to secure agency, volunteer, and organizational support to help a national historic trail realize its potential. The purpose of identifying weaknesses is to provide a context for the action steps that will systematically and incrementally realize the Anza Trail's potential more quickly. Weaknesses of the Anza Trail include:

- The Anza Trail, though a unit of the National Park Service, is unusual. The National Park Service has management authority for relatively few units like the Anza Trail, where NPS owns no land or facilities.
- Though dedicated and well trained, the Anza Trail staff is small and the Anza Trail is very long. Ultimately, more staff will be required to fully realize the Anza Trail's potential to engage a broad spectrum of people as stewards, advocates, and users.
- The various NPS unit names (e.g., National Monument, National Historic Trail, National Scenic Trail, National Historic Site) are confusing to the public.
- The power of trails has yet to be fully leveraged by NPS.
- At present, the non-motorized portion of the Anza Trail is discontinuous. About 300 of the 1,200 United States miles of the Anza Trail are certified. The remainder exists only as a line on a map or a trail that is more well known and identified with another trails system.
- Trail supporters are passionate about their segments/interest areas but these singular interests have yet to coalesce into a support system that spans the entire Anza Trail.
- Linking the Anza Trail's themes to contemporary society requires a deft approach. Some enduring images from the Spanish and Mexican colonial periods do not apply to the settlers from the Anza Expedition. That noted, colonialism and subsequent immigration by non-Native peoples had negative consequences for Native Americans and others.
- There are currently few contacts from under-represented communities in the Anza Trail network of supporters.

## Threats to the Anza Trail

Four threats may impede the swift realization of the Anza Trail's numerous potential benefits:

- Proliferation of transmission corridors may impede an integrated Anza Trail experience through trail fragmentation or forced re-routing. Solar arrays and wind farms are emerging as viable alternative energy sources but they also create the potential for visual intrusions to the Anza Trail experience.
- Fragmentation, already a management challenge along portions of the trail, will be exacerbated since southern California and Arizona are projected to continue growing faster than the United States as a whole.
- Some portions of the historic trail corridor cross private property. Liability concerns make it more difficult for private property owners to allow public access to their lands.
- Maintaining partnerships is made more challenging as career paths unfold within NPS and its partners along the trail. As the first generations of Anza Trail leadership move on, special efforts will be required to maintain existing partnerships and to expand strategically to become more culturally inclusive.

## Opportunities for the Anza Trail

From the strengths, weaknesses, and threats associated with the Juan Bautista de Anza National Historic Trail emerge a set of opportunities for the National Park Service and its partners and potential partners. Among the more timely opportunities for the Anza Trail:

- Trails are enjoying new visibility and support as recognition grows about their positive contributions to active lifestyles, transportation, and civic engagement.
- Trail building and certification can be developed as programming opportunities for partners.
- Volunteerism is on the increase. Trails form the basis of many enduring volunteer programs.
- The importance to interpretation about and along trails is becoming more widely recognized. The Anza Trail can model culturally inclusive interpretation and provide national leadership in an area where interest is growing and leadership is needed.
- Certifying, signing, and trail building provide excellent ways to recognize milestone events for the National Park Service and its partners. There are many park and partner anniversaries to build trail projects around. Some milestones, like the upcoming NPS Centennial, are several years away providing a multi-year opportunity to connect with new partners.
- The auto tour route of the Anza Trail can be added to state, agency, or national scenic byway designation programs.
- National Park Service leadership appears committed to working more closely with partners. Trails provide an appealing opportunity to develop, refine, and showcase strategies to work with partners to achieve shared goals.
- The Anza Trail represents an opportunity for the National Park Service to broaden its portfolio and earn contemporary relevance by helping partners to achieve their missions.

## A Special Role for Special Places

The National Park Service cares for special places saved by the American people so that all may experience our heritage.

This statement succinctly captures the unique position that the National Park Service holds in America and restates the agency's mission in compelling and contemporary language. It reminds us that the National Park Service is the steward not only of our most precious natural and cultural resources, but also of our collective, national memory. The National Park Service is the steward of our national stories, of our proudest moments and our most profound mistakes.

The National Park Service cares for the sacred places of American ideas and ideals, of where we come from and what we aspire to. As part of the National Park Service, the Anza Trail provides unique experiences only available along the Anza Trail.

## Unique Experiences Along the Anza Trail

One way to engage new audiences in the enjoyment and development of the Anza Trail is to promote the unique experiences that are only available on the Anza Trail. By developing partnerships with the Anza Trail, interested parties can help create an American institution, experience time travel, and enjoy authentic cultural heritage experiences.



## Make Your Own History-Create An American Institution

About a quarter of the 1,200 U.S. miles of the trail are currently certified, leaving 900 miles of trail to be formally designated and certified. Helping to create a national historic trail is an appealing opportunity and could form the basis of a robust volunteer program. There are opportunities for all ages and all interests to help. They can:

- Inventory existing trail segment features
- Prepare new segments of the trail for certification
- Add trail enhancements
- Conduct research about the Anza Trail, the expedition members, and the Native Americans who helped the travelers
- Promote the importance and continuing impact of the Anza Trail on the development of the southwestern United States, and
- Develop Anza Trail themes through personal programs, interpretive media, and other means.

## Experience Time Travel

Traveling the Anza Trail allows contemporary people to personally experience an epic journey from an earlier time period in an authentic manner. Trail enthusiasts can meet the descendents of expedition members and Native Americans who gave their names to California places and forged a blended heritage of Native American, Mexican, and Spanish colonial cultures.

## Get It Straight From The Source

Walking, hiking, or riding the Anza Trail or driving the Anza Trail vehicular route provides a unique vantage point for people to consider the implications and outcomes of an important migration that profoundly shaped the development of the southwest.

## A Special Role for Service Learning

Service learning can be utilized to develop strong and enduring community engagement partnerships along the Anza Trail. Service learning combines “community service” with instruction and reflection to “enrich the learning experience, teach civic responsibility, and strengthen communities” (Learn and Serve, n.d.). Service learning enables students to understand, interpret, and internalize conceptual and theoretical information in a real-time, real-world context. As a form of experiential education, service learning is an educational strategy designed to transform individuals and institutions. Adherents call it a “radically effective and transformative method” of teaching (Learn and Serve, n.d.).

“Everybody can be great, because everybody can serve.”

*Dr. Martin Luther King, Jr.*

Service learning differs from volunteerism with its intentional emphasis on reflective analysis and an explicit tie to educational objectives and outcomes. Service learning has been embraced through the formal education system as well as by community and youth-serving organizations. Service learning provides particular benefits to disadvantaged youth (Roehlkepartain, 2007).

The Anza Trail and its stories create a rich setting for service learning. Almost any intellectual endeavor or academic discipline can be advanced in partnership with the Anza Trail through well-designed service learning experiences. Further, the reciprocity that is fundamental to service learning will benefit the servers (e.g., the students) as well as the served (e.g., the National Park Service).

## A Special Role for Special Events

...Celebration...is... the most common denominator... crossing all barriers of race, religion, ethnicity, age, politics, economics, education and geography...The need to celebrate seems inherent in everything we do and touches virtually every life on the planet.

*IFEA*

Special events are an excellent way to increase the visibility of the Anza Trail and to connect the trail to historically underserved audiences. Research has consistently documented that events draw new visitors and encourage experienced visitors to return. Anza Trail staff members can work with new partners to feature the Anza Trail at different special events.

The resource files include some of the recurring special events that have helped to promote the Anza Trail. These events are a great starting place and they can be strategically augmented in several ways. Selected community or organization-based events can be added to the event/appearance calendar for the Trail. New organizations can be invited to stage their events along the Anza Trail. Agency and partner milestones can be celebrated or commemorated through events and projects benefiting the communities along the Anza Trail.

Milestone events several years in the future offer great opportunities to co-sponsor a series of activities to engage communities and further the development of the Anza Trail. For example, the upcoming centennials of the National Park Service (2016) and the California State Park system (2018) provide interesting opportunities to celebrate, certify, and promote all the Anza Trail segments crossing national park or state parks prior to their respective centennials. If new groups and organizations are invited to help with these milestone events, new generations of supporters will begin building their futures with the Anza Trail.

The Anza Trail milestones represent a starting point for a master list of milestones. The 20<sup>th</sup> anniversary of the trail's designation as a national historic trail occurs in 2010. Selected Anza Trail milestones through the year 2020 include:

2010	<ul style="list-style-type: none"> <li>20<sup>th</sup> Anniversary of the Anza National Historic Trail designation</li> <li>Bi-Centennial of Mexican Independence from Spain (beginning of the struggle)</li> </ul>
2011	<ul style="list-style-type: none"> <li>15<sup>th</sup> Anniversary of the first certified trail segment in Atascadero</li> </ul>
2012	<ul style="list-style-type: none"> <li>10<sup>th</sup> Anniversary of signing the Anza Trail auto route</li> <li>10<sup>th</sup> Anniversary of Amigos de Anza Equestrian Team</li> <li>Arizona Statehood Centennial (1912-2012)</li> <li>20<sup>th</sup> Anniversary of the Anza Trail Coalition (incorporated in 1992)</li> <li>200<sup>th</sup> Anniversary of one of the two agencies from which BLM was formed</li> </ul>
2013	<ul style="list-style-type: none"> <li>20<sup>th</sup> Anniversary of Bay Area Open Space Council</li> </ul>
2014	<ul style="list-style-type: none"> <li>50<sup>th</sup> Anniversary of the Land and Water Conservation Fund</li> </ul>
2015	<ul style="list-style-type: none"> <li>25<sup>th</sup> Anniversary of the Anza National Historic Trail designation</li> </ul>
2016	<ul style="list-style-type: none"> <li>National Park Service Centennial</li> <li>20<sup>th</sup> Anniversary of the first certified trail segment in Atascadero</li> <li>20<sup>th</sup> Anniversary of the Presidio Trust</li> </ul>
2017	<ul style="list-style-type: none"> <li>25<sup>th</sup> Anniversary of the Anza Trail Coalition (incorporated in 1992)</li> </ul>
2018	<ul style="list-style-type: none"> <li>50<sup>th</sup> Anniversary of the National Trails System</li> <li>30<sup>th</sup> Anniversary of the Bay Area Ridge Trail Council</li> <li>100<sup>th</sup> Anniversary of the California State Park System</li> </ul>
2019	<ul style="list-style-type: none"> <li>20<sup>th</sup> Anniversary of designation as a Millennium Trail (1999-2019)</li> <li>20<sup>th</sup> Anniversary of the Bay Trail</li> <li>50<sup>th</sup> Anniversary of the National Environmental Protection Act (NEPA)</li> </ul>
2020	<ul style="list-style-type: none"> <li>30<sup>th</sup> Anniversary of the Anza National Historic Trail designation</li> <li>50<sup>th</sup> Anniversary of Earth Day and California Environmental Quality Act</li> </ul>
2021	<ul style="list-style-type: none"> <li>25<sup>th</sup> Anniversary of the Presidio Trust</li> <li>50<sup>th</sup> Anniversary of the Trust for Public Lands</li> <li>200<sup>th</sup> Anniversary of Mexico's Independence from Spain</li> </ul>

Adding partner milestones (e.g., anniversaries, founder's days, establishment years) as well as additional NPS milestones will encourage new opportunities, new partners, and new funding.



## Funding Anza Trail Partnership Projects

Significant financial and personnel resources are required to realize the full potential of the Anza Trail as a catalyst for community vitality and well being as well as a unit of the National Park Service. Fortunately there are reliable funding sources within the National Park Service and the Department of Interior as well as other federal, state, and local funding sources to develop the Anza Trail. Opportunities for multi-use trail and driving tour corridors include:

- American Recovery and Restoration Act (ARRA) funding
- Department of Interior funding for programs to engage youth
- Federal Highways Administration funding through Transportation Enhancements (TE), Safe Routes to Schools, and America's Byways (National Scenic Byways and All American Roads)
- National Park Service/National Trails System funding
- State, Regional, and Local Bond funding

Opportunities for programming include:

- Stewardship Council (PG&E service area)
- Foundations supporting active outdoor lifestyles
- Co-sponsored projects with community-based organizations

It is not possible to complete all these projects or project ideas within the three-year timeframe of this action plan, but the Anza Trail staff and partners can identify the most promising ideas and use them to forge enduring partnerships with new groups and partners. Further, since the Anza Trail is part of two enduring systems (e.g., NPS and the National Trails System) there is a strong foundation to build decades-long partnerships to develop and enhance the trail and the lives of the community residents and visitors who are drawn to it.

Working with and through partners, the National Park Service can:

- Promote the Anza Trail to other National Park Service units as well as to the public
- Convene and coordinate groups and organizations with an interest (or potential interest) in the trail
- Establish and support strong community-based networks to advance the Anza Trail and its partners
- Encourage programming and events along the Anza Trail
- Invite new groups to assist in the development of the Anza Trail
- Authorize signage, visitor information, and trail certification

- Ensure accuracy and balance of information about the Anza Trail
- Distribute trail related information via print and non-print media
- Secure resources to develop the Anza Trail

## ¡Vayan Subiendo!

Now is the time for the Juan Bautista de Anza National Historic Trail to connect people of diverse ages and backgrounds to the shared heritage of this trail and the vision and values it commemorates.



*Illustration by David Rickman*

# Forward

## Recommendations For Action

The action framework is grounded in the mission and vision of the Juan Bautista de Anza National Historic Trail. It is informed by a review of literature, field research and interviews, document analysis, and stakeholder meetings. Ambitious but achievable, the goals and action steps are grounded in the unique strengths of the Anza Trail and its partners and will support trail staff and partners as they pursue their shared and separate missions and purposes. Together Anza Trail staff and partners can build an enduring base to support sustained community engagement efforts well beyond the three-year timeframe of this action plan.



### Goal 1: Strengthen and Expand Professional Networks

Strengthen and expand the peer network of state and federal park employees who understand and support the Juan Bautista de Anza National Historic Trail.

### Goal 2: Engage Culturally Diverse Audiences with Anza Trail Themes

Engage culturally diverse audiences and initiate partnerships using Anza Trail themes and interpretation materials.

### Goal 3: Expand Educational Partnerships At All Levels

Expand educational partnerships to include more primary, secondary, post-secondary, and lifelong learners.

### Goal 4: Coordinate Community Engagement Efforts with Partners and Their Priorities

Coordinate community engagement efforts with park, trail, and heritage partners along the Juan Bautista de Anza National Historic Trail.

### Goal 5: Secure New Resources For Projects and Programs

Secure new resources for partners to develop trail related projects and programs.

## Goal 1

### Strengthen and Expand Professional Networks

#### Overall Goal

Strengthen and expand the peer network of state and federal park employees who understand and support the Juan Bautista de Anza National Historic Trail.

#### Description

The Anza Trail is 1,800 miles in length (1,200 miles in the U.S. and 600 miles in Mexico). It crosses Arizona and California and the international border between the United States and Mexico. The professional staff (3 – 4 FTE) partners with agencies and organizations to accomplish its goals. Trail leadership skillfully leverages strategic partnerships and seasonal or partial professional positions to increase the NPS presence along the route, especially at NPS sites in Santa Cruz County (AZ), Los Angeles County (CA), the Central California Coast, and the Bay Area.

Sustaining partnerships with historically under-represented groups will require ongoing contact with Anza Trail staff and partners. More allies, a more efficient contact management system, and a more nuanced approach to event appearances will enable the Anza staff and its existing partners to include new partners from under-represented groups. Immediate priorities include increasing the visibility of the Anza Trail, utilizing the deep agency strength dispersed along the route more systematically, and working closely with NPS and the Presidio Trust to more fully integrate the Anza Trail into long-term planning efforts and initiatives as the Presidio transformation continues. The Bay Area's population density and diversity, the strength of East Bay Regional Park District, the importance of trails to Santa Clara and San Mateo County Park Departments, and a network of national parks and university and college campuses make Anza Trail development in the Bay Area particularly promising.

#### Benchmarks

- Create and populate contact database during FY 2010 [Baseline = Number of records]
- Hire an addition full-time professional in FY 2010 [Baseline = 2.5 FTE in 2009]
- Identify a point of contact for each site listed in the Anza Trail Guide before the end of FY 2011 [Baseline = 2010 Points of Contact]
- Expand professional peer contact network by 50 percent by 2012 [Baseline = 2010 Contacts]

#### Action steps to achieve this goal

##### Ongoing

- Maintain communication networks with partners and professional peers [Anza Staff]

- Expand National Park Service network of contacts to increase the visibility of and support for the Anza Trail within the National Park Service [Anza Staff]
- Identify or maintain a point of contact with selected National Historic Trails and with the National Park Service Underground Railroad [Anza Staff]
- Maintain or expand the existing relationship with the NPS Rivers, Trails and Conservation Assistance (RTCA) Program [Anza Superintendent]
- Establish a network of professional peers in outreach, trails, youth programs, education/interpretation, and partnerships at each state and national park site aligned with the Anza Trail [Interpretation Specialist]
- Develop and manage a liaison system to increase communication and information flow between the Anza Trail and various professional organizations focused on cultural heritage, trails, natural resources, open space, environmental education, youth, or media (Anza Lead Book and spreadsheet include a starting list of contacts) [Anza Superintendent and Interpretation Specialist]
- Ensure that Anza staff persons are involved in regional and national education and interpretation strategies [Interpretation Specialist]
- Maintain a calendar of trail and partner milestone dates (e.g., agency/partner founding dates or other significant anniversaries and commemorations) on NPS Sharepoint site and use these partner milestones as a foundation for increased collaboration for program development, trail certification, and community outreach [Anza Staff]
- Coordinate annually with 25 percent of the NPS units and state parks aligned with the Anza Trail to include Anza Trail information in the various parks' information, education, and interpretation materials [Interpretation Specialist]

#### Year One (FY 2010)

- Transfer contact database to MS-Access [Anza Superintendent to work with Contractor to accomplish in 2010]
- Activate an internet-based contact management system such as Constant Contact to communicate efficiently with growing communities of interest
- Develop electronic and print introductory packet for the Anza Trail that includes a cover letter from the superintendent, a "Welcome" issue of *Noticias*, several recent issues of *Noticias*, Anza identity items (e.g., patches, stickers, hats, shirts), local contacts and directions to local Anza Trail sites [Interpretation Specialist in 2010]
- Add outdoor recreation planner or community engagement specialist to the Anza Trail staff [Anza Superintendent, 2010]

#### Year Two (FY 2011)

- Identify at least one point of contact for each site identified in the Anza Trail Guide. [[Anza Superintendent](#) or [Trail Planner](#), 2011]
- Determine the feasibility of developing a Centennial project to certify and sign all Anza Trail segments that cross National Park Service units by 2016 [[Trail Planner](#), 2011]
- Develop an official liaison system of advocates and allies to increase information and coordination between the Anza Trail and various professional organizations focused on cultural heritage, trails, and natural resources/open space. [[Anza Superintendent](#), 2011]
- Develop an event involvement plan that identifies and prioritizes special event appearances of Anza Trail staff and volunteers. NT [[Interpretation Specialist](#), 2011]
- Participate in the Crissy Field Center's Sustaining Youth Participation workshop. [[Interpretation Specialist](#), 2011]
- Expand partnership with Santa Monica Mountains National Recreation Area by using hiring authorities (e.g., SCEP, STEP) and relationships with organizations such as the Student Conservation Association (SCA) to increase career opportunities through the urban youth employment program. [[Anza Superintendent](#) or [Interpretation Specialist](#), 2011]
- Incorporate Pacific West Region education and interpretation themes of climate change, ocean stewardship and engaging youth into Anza Trail programs and publications as appropriate. [[Interpretation Specialist](#), 2011]
- Establish one or more points of contact for 1) youth programs, 2) community engagement, and 3) trails for other federal agency (e.g., Bureau of Land Management, USDA Forest Service) "sites of interest" identified in the Anza Trail Guide. [[Anza Staff](#), 2011]
- Develop an MOU or other appropriate agreement with the Golden Gate National Parks, the Presidio Trust, and the Golden Gate National Parks Conservancy to pursue Anza Trail related opportunities within the authorized boundaries of the Golden Gate National Recreation Area including the portions of the Presidio of San Francisco managed by the Presidio Trust [[Anza Superintendent](#), 2011]

#### Year Three

- Complete a Comprehensive Interpretation Plan (CIP) for the Juan Bautista de Anza NHT to identify strategies for engagement to underserved groups as well as traditional historic and recreational trail users. [[Anza Staff](#), 2012]



## Goal 2

### Engage Culturally Diverse Audiences with Anza Trail Interpretive Themes

#### Overall Goal

Engage culturally diverse audiences and initiate partnerships using Anza Trail themes and interpretation materials.

#### Description

The Anza Trail interpretive themes provide a powerful and positive way to introduce the Juan Bautista de Anza National Historic Trail to culturally diverse audiences and invite their involvement in enjoying the trail and shaping and sharing its development and stories. In recent years, specialized interpretive materials have highlighted the contributions of Afro-Latinos, Native Americans, and descendants. A new visitor center/exhibit will open in 2010 in Martinez (Bay Area). A new traveling trunk exhibit and a new short film also honor diverse voices and perspectives. These new resources join existing exhibits, events, and publications in advancing Anza interpretive themes.

The Anza staff members and their partners now have a portfolio of materials to share with culturally diverse audiences. Shared values about active, healthy lifestyles and positive opportunities for youth are starting points for renewed efforts to invite diverse audiences to enjoy the trail and to help shape and share its culturally inclusive stories with others. Anza staff and partners can host or co-sponsor culturally inclusive events and activities at NPS units and trail sites and respond to the growing community interest in parks, trails, and the environment. They can also attend culturally inclusive events in communities along the Anza Trail. Legacy partners (e.g., descendants) can help maintain connections with existing partners and also help to extend the visibility of the Anza Trail to new audiences.

#### Benchmarks

- Increase contacts database by 25 percent each year [Baseline = TBD]
- Annually target four events that focus on the opportunities for inner city youth, schools, and/or camps. [Baseline = 2 events in 2010]
- Introduce Anza Trail to three new partners each year. [Baseline = TBD]

#### Action steps to achieve this goal

##### Ongoing

- Add new contacts to database and contact management system [All].
- Develop a communication plan for each new publication or interpretation product  
[Superintendent or Interpretation Specialist]

### Year One

- Approach the Contra Costa County/East Bay Hispanic/Latino and Black Chambers of Commerce to determine their interest in participating in the exhibit opening at the Martinez Adobe [Superintendent, 2010]
- Approach Heyday Book Publishers and/or Santa Clara University to determine their interest in leveraging the recent themed issue of *News from Native California* through their network of tribal contacts [Superintendent, 2010]

### Year Two

- Approach the African American Museum and Library in Oakland and/or Heyday Books to ascertain interest in one or more co-sponsored programs based on the Afro-Latino brochure [Superintendent, 2011]
- Develop case study documentation of partner projects for interpretation (e.g., Nogales Courthouse, Martinez Abode, Anza Borrego Desert State Park) [Superintendent or Interpretation Specialist, 2011]
- Explore feasibility of using existing Anza-themed interpretation materials in new venues such as Wells Fargo bank lobbies for Black History Month (February), Hispanic Heritage Month (mid-September to mid-October) and American Indian/Alaska Native Heritage Month (November) [Superintendent or Interpretation Specialist, 2011]
- Expand relationships with specialty media organizations like New American Media (ethnic) and Outdoor Writers of California (outdoor recreation) [Superintendent or Interpretation Specialist, 2011]
- Approach Kaiser Permanente to determine their interest in promoting Anza Trail focused opportunities as part of the THRIVE campaign [Superintendent or Interpretation Specialist, 2011]
- Develop new interpretation and educational materials grounded in the culturally diverse perspectives and stories that can be drawn from of the Anza Trail [Superintendent or Interpretation Specialist, 2011]
- Make Anza-themed presentation to Cal-SPRE (California Society of Park and Recreation Educators and other, similar disciplinary groups of California academics) [Anza Staff, 2011]

### Year Three

- Create culturally inclusive collection of photographs [Anza Superintendent to assign, 2012]
- Additional action steps will be developed for FY2012 by April 1, 2011.

## Goal 3

### Expand Educational Partnerships At All Levels

#### Overall Goal

Expand educational partnerships to include more primary, secondary, post-secondary, and lifelong learners.

#### Description

The National Park Service has established some of its most enduring and effective partnerships with K-12 educators. Schools are among the most culturally inclusive societal institutions operating and their strong links to communities and relatively stable teacher ranks make them natural partners for the Anza Trail. Educators are credible to parents who view education as the key to their children's futures and teachers are seeking culturally inclusive stories to inspire students in today's diverse classrooms. Schools often serve as community hubs enabling Anza Trail staff to assist local planners in securing resources for active lifestyles and bike-friendly trails and other safe routes to school. The renewed interest in "learn-by-doing" pedagogies (e.g., active learning, service learning, experiential education) and new coalitions for environmental education offer additional opportunities to connect with schools. Higher education offers another potentially powerful educational partner. There are many community colleges and several public and private universities along the Anza Trail providing opportunities to connect with many different academic disciplines and student support organizations.

#### Benchmarks

- Increase number of education contacts by 10 percent annually [Baseline = 200]
- Increase the number of outreach contacts through Junior Rangers and publications [Baseline = 700 for Junior Rangers and 25,000 for publications, including newsletter and brochures]
- Increase Teacher–Ranger–Teacher locations by one site annually through 2012 [Baseline = 2]
- Increase number of educators using the Anza curriculum by 2012 [Baseline = TBD]

#### Action steps to achieve this goal/recommendation

##### Ongoing

- Maintain existing relationships with academic partners at Santa Clara University, San Francisco State University, the University of Oregon, and CSU, Chico [[Interpretation Specialist](#), 2010-2012]
- Participate in teacher education events and activities at the Golden Gate National Parks and other Anza-aligned parks. Promoted educator events at all NPS events [[Interpretation Specialist](#), 2010-2012]

- Inform teachers of Anza-themed educational resources (e.g., curricula, traveling trunk, costuming for living history programs) [[Interpretation Specialist](#), 2010-2012]

#### Year One

- Expand the Anza Trail Teacher-Ranger-Teacher (TRT) program in school districts aligned with the Anza Trail from two to four sites [[Interpretation Specialist](#), 2010]
- Leverage Southern California community engagement efforts through TRT alumni [[Interpretation Specialist](#), 2010]
- Develop service-learning partnerships (e.g., trail, interpretation, special event, or technology related) with high schools, colleges, and universities aligned with the route or interested in the Anza Trail story [[Superintendent](#), [Trail Planner](#), and [Interpretation Specialist](#), 2010]

#### Year Two

- Expand the Anza Trail Teacher-Ranger-Teacher program [[Interpretation Specialist](#), 2011]

#### Year Three

- Establish contact with the California Environmental Legacy Project. [[Superintendent](#), 2012]
- Expand the Anza Trail Teacher-Ranger-Teacher program [[Interpretation Specialist](#), 2012]
- Initiate or expand relationships with academic departments on, near, or interested in the Anza Trail [[Superintendent](#) and [Trail Planner](#), 2012]
- Additional action steps will be developed for FY2012 by April 1, 2011.

## Goal 4

### Coordinate Community Engagement Efforts with Partners

#### Overall Goal

Coordinate community engagement efforts with park, trail, and heritage partners along the Juan Bautista de Anza National Historic Trail.

#### Description

The Anza Trail pass through or near nine national parks, more than twenty state parks, and dozens of local, county, or regional parks and historic sites. It is a part of the growing western trails system and a potential corridor to help connect dispersed sites into a seamless network of opportunity. If Anza staff members coordinate community engagement efforts with park, trail, and heritage organizations and their community service partners along the Juan Bautista de Anza National Historic Trail, they will leverage their effectiveness and make good use of community leaders' time. Almost all levels of government and most open space, trail, and conservation organizations are working to become more culturally inclusive. The Anza Trail can bring powerful interpretive themes and a long, continuous historic trail to the collective efforts to strengthen communities through a well-articulated trail network and culturally inclusive stories.

#### Benchmarks

- Increase contacts by 10 percent annually [Baseline = TBA]
- Co-sponsor, with another local or state park partner, one new community engagement activity annually focused on the interests of underrepresented audiences [Baseline = 1]
- Co-sponsor, with another local heritage partner, one new community engagement activity annually focused on the interests underrepresented audiences [Baseline = 1]
- Co-sponsor, with a new trails partner one new community engagement activity annually focused on the interests of underrepresented audiences [Baseline = 0]

#### Action steps to achieve this goal/recommendation

##### Ongoing

- Expand current relationships with agency trail planners to include program personnel. [[Trail Planner](#) and [Interpretation Specialist](#)]
- Increase involvement in the Bay Area Open Space Council and Bay Area trail coalitions for the California Coastal Trail, the Bay Area Rim Trail, and the Bay Area Shoreline Trail [[Superintendent](#)]
- Replicate “A Central Coast Gathering” along other parts of the Anza Trail [[Anza Staff](#)]

### Year One

- Establish point of contact for youth programs, local outreach, and trails for each “site of interest” identified in the Anza Trail Guide [Anza Staff, 2010]
- Develop contacts with other California and Arizona state and local parks that interpret important milestones and historic persons from communities of interest (e.g., Pio Pico, Allensworth State Park, Buffalo Soldiers) [Anza Staff, 2010]
- Explore the feasibility of adding Anza themed content to the Transit and Trails project of the Bay Area Open Space Council [Interpretation Specialist, 2010]
- Develop system to inventory existing certified trail segments [Trail Planner, 2010]

### Year Two

- Establish “Community Trailheads” at community gathering places within 1 – 1.5 miles of the Anza Trail. Focus on community-based fitness centers (e.g., YMCA/YWCAs, recreation centers) and local/regional parks with group picnic areas. Emphasize walking, fitness, and family fun along the trail [Superintendent to initiate, 2011]
- Develop system to increase the number of miles of certified trail through volunteers (e.g., trail groups, service learning projects) [Trail Planner, 2011]
- Develop targeted initiatives to certify and establish “model segments” of the Anza Trail that showcase excellence in trail-building, community engagement, and interpretation at Trails Forever (Presidio of San Francisco), Santa Clara County, East Bay Regional Park District, and San Mateo County [Superintendent and Trail Planner, 2011]
- Develop a MOU with Trails Forever, a program of the Golden Gate National Parks Conservancy, to disseminate their partnership strategies and techniques along the entire Anza Trail [Superintendent and Trail Planner, 2011]
- Partner with VDIP (Volunteer Designers in Parks) to develop promotional materials (e.g., posters, podcasts, etc.) [Superintendent or Interpretation Specialist and GGNRA vDIP Coordinator, 2011]

### Year Three

- Prepare a Landowner User Guide for use in California [Trail Planner, 2012]
- Additional action steps will be developed for FY2012 by April 1, 2011.



## Goal 5

### Secure New Resources For Projects and Programs

#### Overall Goal

Secure new resources for partners to develop trail related projects and programs.

#### Description

Although partners are essential to the success of the Anza Trail, the National Park Service is the only entity authorized to oversee and coordinate its development. Resources to advance shared goals through trail projects will be an important strategy for achieving the goals for the Anza Trail, the National Park Service, and the partners. Project funding, earned income, and philanthropic support are all important to the development of the trail and the effectiveness of the partners. The actions steps outlined in this section will establish a strong fiscal platform for the Anza Trail to leverage public and private dollars for the benefit of all. Other action steps are designed to increase the visibility of the trail and its partners through information sharing with new audiences.

#### Benchmarks

- Reissue or add two site bulletins each year until each county has at least one Anza Trail site bulletin [Baseline = 3]
- Certify 7.5 miles of trails annually [Baseline = less than 300 of the 1200 miles are certified]
- Certify two facilities annually [Baseline = 1]

#### Action steps to achieve this goal/recommendation

##### Ongoing

- Re-issue or develop site bulletins to the Anza series showcasing culturally diverse trail users [[Interpretation Specialist](#)]
- Seek grant funding for Anza Trail development and Anza themes programs and products [[Anza Staff](#)]
- Add Anza Trail elements to county and regional transportation plans [[Trail Planner](#)]

##### Year One

- Develop Anza Trail Certification systems to inventory existing certified trail [[Trail Planner](#), 2010]
- Establish the Anza Trail Foundation [[Superintendent](#), 2010]

#### Year Two

- Develop programmatic Trail Certification for organizations to incorporate into the team-building, youth-serving, or capacity building efforts [[Trail Planner](#), 2011]
- Add two site bulletins to the Anza series showcasing culturally diverse trail users [[Interpretation Specialist](#), 2011]
- Commission Socio-economic Atlas for Anza Trail counties in Arizona (California Atlas completed in 2010) [[Superintendent](#), 2011]

#### Year Three

- Add two site bulletins to the Anza series showcasing culturally diverse trail users [[Interpretation Specialist](#), 2012]
- Add a grant writer to the Anza Trail staff to focus on external funding for trail projects and programs [[Superintendent](#) or Anza Foundation]
- Develop retail product line to help partners generate visibility for the Anza trail as well as earned income for their organizations [[Superintendent](#) and [Interpretation Specialist](#), 2012]

### Sequencing and Alignment

Clear alignment between the goals, action steps, and individual Anza staff assignments will help ensure implementation and outcomes. Priorities and focus areas by Anza Trail areas of responsibility are followed by a brief analysis of how the goals and action steps align with other National Park Service strategic guidance.

### Fiscal Year 2010 Priorities and Focus Areas by Anza Staff Responsibility

#### Superintendent

- Establish Anza Trail Foundation
- Seek Recognition of Mexico's Trail Segment
- Develop Youth Program Partnerships in Nogales, Los Angeles, and Gila Bend
- Leverage Martinez Adobe Exhibits (Grand Opening/Curriculum Development)
- Evaluate and Continue Teacher-Ranger-Teacher Program

#### Interpretation and Education Specialist

- Expand and Evaluate the Volunteer Program
- Evaluate and Apply Education Program
- Develop Education Contacts in Nogales, Martinez, and Los Angeles

- Improve Outreach Tabling Efforts
- Participate in Exhibit Installation at Martinez

#### Outdoor Recreation Planner

- Respond to Anza Trail Threats
- Certify Trail Segments
- Develop Cooperative Agreements with Agencies
- Expand Anza Trail Contacts and Partners
- Plan, Attend, and Participate in Anza Trail Events
- Make Presentations to Local Communities, Schools, and Organizations
- Secure Funding and Partners for Trail Projects

#### Rivers, Conservation and Trails Assistance Specialist(s)

- Strategic Planning with ATCA
- Implementation projects at Nogales and Gila Bend

#### Seasonal Hires/Teacher-Ranger-Teacher Participants/Interns

- Adapt Anza curriculum for individual sites
- Promote the Anza Trail and conduct outreach activities
- Serve as local points of contact for projects

#### Youth Intern Program

- Complete summer internship, trail planning and inventory activities
- Help certify new trail segments

#### Volunteers

- Represent the Anza Trail at special events and festivals
- Serve on committees, board, and advisory groups
- Complete VIP forms to increase visibility of and support for volunteerism

## Alignment with National Park Strategic Direction

¡VAYAN SUBIENDO! goals support National Park Service guidance and strategy. Each goal responds to national and regional guidance and contributes to the attainment of national and regional goals.

	Anza Action Goal				
	1	2	3	4	5
NPS Director's Priorities/Second Century Commission					
Stewardship	■	■	■	■	■
Education	■	■	■	■	■
Workforce	■			■	
Relevancy	■	■	■	■	■
NPS Pacific West Region Goals					
Climate Change	■	■		■	■
Ocean Stewardship	■	■		■	■
Engaging Youth in Parks	■	■	■	■	■
Interpretation and Education Renaissance Action Plan					
New Audiences	■	■	■	■	■
New Technologies		■	■	■	■
New Partners	■	■	■	■	■
New Standards			■		■
New Evaluations			■		■
Pacific West Interpretation & Education Strategic Plan	■	■	■	■	■
Climate Change		■		■	■
Ocean Stewardship		■		■	■
Engaging Youth in Parks	■	■	■	■	■
Bold and Positive Leadership	■	■	■	■	■
Centennial	■	■	■	■	■
National Trails System Decade Goals					
Public Awareness	■	■	■	■	■
Enhance National Trails	■	■	■	■	■
Build Agency Capacity	■		■	■	■
Build Non-Profit Capacity		■	■	■	■

## Conclusion

The 1,210-mile Juan Bautista de Anza National Historic Trail commemorates, protects, marks, and interprets the route traveled by Anza during 1775 and 1776 from Sonora, Mexico (New Spain) to bring settlers to establish a mission and presidio in today's San Francisco, California. The Anza Trail links two countries (600 additional miles of the trail route lie in Mexico), four states (two in the United States and two in Mexico), and nineteen United States counties. The trail corridor includes dozens of trail-adjacent parks, protected areas, and historic sites filled with rich and varied recreational, historic, scenic, archeological, natural, and cultural features. Further, the perspectives and stories of the Juan Bautista de Anza National Historic Trail are as diverse as the terrain through which it passes. A national treasure, the Anza Trail links the hopes of past travelers with our current dreams for a better future.

The Anza Trail provides opportunities for a diverse network of partners to advance their missions, goals, and visions in partnership with the National Park Service. By promoting the preservation of, public access to, and enjoyment and appreciation of historic and cultural resources and associated outdoor areas related to the Anza expedition, its descendants, and the American Indians who allowed them passage, the National Park Service can advance its own mission.

There has never been a better time for the Juan Bautista de Anza National Historic Trail to connect people of diverse ages and backgrounds to the shared heritage of this trail and the vision and values it commemorates. If “everyone mounts up” to invite new generations on a journey to better understand the past and work toward a peaceful, prosperous, and abundant future, then the National Park Service will enter its second century of service with new assets and allies to achieve its mission.



# Acknowledgements Notes and References

## Acknowledgements

This project seeks to engage more people from diverse backgrounds in the development and enjoyment of the Juan Bautista de Anza National Historic Trail, “...the trace” that transports contemporary visitors “into a vanished age when history was written by a small band of settlers headed for an unknown home on the edge...of the Spanish Empire.” Grateful appreciation is extended to the people who contributed ideas and inspiration to this project including, but not limited to, the following:

### Juan Bautista de Anza NHT Leadership

Naomi Torres, Third Trail Superintendent  
 Barbara Rice, Interim Trail Superintendent  
 Stanley Bond, PhD, Second Trail Superintendent  
 Meredith Kaplan, First Trail Superintendent  
 Marcy Salunga, Third Interpretive Specialist  
 Catherine Eskra, Park Ranger, Interpretation  
 Margaret Styles, Second Interpretive Specialist  
 Steve Ross, Outdoor Recreation Planner  
 Sally Sheridan, Rivers, Trails and Conservation Assistance Program

### Interview Participants or Key Informants

Rick Moss, Director, African American Museum and Library at Oakland  
 Louise Pubols, Barbara Henry & Douglas Long, Chief Curators,  
 Oakland Museum of California  
 Project Advisory Committee Members, Martinez Adobe Exhibits  
 Focus Group Findings, Martinez Adobe Exhibits Project  
 Members, Central Coast Anza Trail Partners  
 Allison Stone, Senior Planner, Presidio Trust  
 Damany Fisher, PhD and Scholar  
 Dave Holland, San Mateo County Parks and Recreation  
 Nina Roberts, PhD, San Francisco State University  
 Cheryl Stevens, PhD, Eastern Carolina University

### California State University, Chico Research Foundation

Project Director, Emilyn Sheffield, PhD  
 Research Assistants  
 Susan Barnett, Amy Gerbic, Jeff Gerbic, Holly Groves, Jane Hazan, & Don Penland



## Reference Notes

Page

- Cover Statement at the bottom of the cover page is drawn from the Juan Bautista de Anza Long Range Interpretive Plan, page 23
- 14 Dr. Stanton made this observation at the Breaking the Color Barrier conference keynote speech in Fall 2009
- 36 National Park Service
- 38 The quote about service is an excerpt from Dr. Martin Luther King's speech, "The Drum Major Instinct." To hear Dr. King's voice as he speaks about service go to <http://www.thekingcenter.org/>
- 38 This excerpt is from a longer opening statement on the Overview web page of the International Festivals and Events Association. URL: [www.ifea.com](http://www.ifea.com)
- Also... David Rickman created the illustrations used in this document. The National Park Service created the Anza Trail mark and the trail maps.

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## Suggested Citation

Sheffield, E.A. (2010.) ¡Vayan Subiendo! Actions for Engagement and Outreach for the Juan Bautista de Anza National Historic Trail. Prepared for the National Park Service. The Anza Trail superintendent can be reached via telephone (510-817-1438), surface mail (Superintendent, Juan Bautista de Anza NHT, 1111 Jackson Street, Suite 700, Oakland, CA 94607), or web ([www.nps.gov/juba](http://www.nps.gov/juba)).

## Juan Bautista de Anza Trail Key Features by County

### Appendix A:

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*Note.* David Smestad, PhD, compiled the information in Appendix A. The Anza Trail Staff added current information on active projects.

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## Santa Cruz County, Arizona

- Approximately 18 miles of completed trail (12.9 certified) and two campsites (#13 and 14). The historic corridor follows I-19 from the Mexico border in Nogales north towards Tubac and Pima County.
- Auto Tour signage is visible along I-19.
- Trailhead information: Rio Rico Trail has two stone trail orientation signs; Anza trailheads at Tumacacori and at Tubac.
- Interpretation/Exhibits located: Along the trail between Tumacacori and Tubac; a large Anza mural is located at The Desert Shadows Middle School in Nogales; a re-enactment of the expedition's passage through Tubac takes place annually during Anza Days.
- Sites of Interest include:
  - Las Lagunas and Expedition Camp #13
  - Rio Rico Trail
  - Tumacacori National Historical Park
  - Tubac Presidio State Historical Park and Expedition Camp #14
- FY2010 Update and Opportunities
  - Las Lagunas/Camp #13: Santa Fe Ranch Foundation working on site and program development with RTCA in Tucson (Contact is Cate Bradley). Great potential for youth and education programming and a reenactment site.
  - ATCA with Santa Cruz County Community Development Office hopes to certify recreational trail throughout the county by the Arizona State Centennial in 2012.
  - Tumacacori NHS is interested in aligning and marking the trail through the site.

## Pima County, Arizona

- Approximately 10.6 miles of certified trail within 63.8 proposed trail and six campsites (#15-20). The historic corridor follows I-19 north from Santa Cruz County to Tucson and includes a local tour through Tucson. Trail follows I-10 out of Tucson toward Pinal County.
- Auto Tour signage is visible along I-19 and I-10 and includes 43 signs along Mission and Silverbell Roads (approximately 60 miles).
- Interpretation/Exhibits located near Camp #15 at a roadside rest area along I-19; near Camp #17 at the Mission San Xavier del Bac; at the Santa Cruz River Park and San Agustin del Tucson Mission and Presidio Sites; near Camp #19 (Puerta del Azotado) and Los Morteros.



- Sites of Interest include:
  - La Canoa and Expedition Camps #15 and #16
  - Mission San Xavier del Bac and Expedition Camp #17
  - Pueblo de Tuguison and Expedition Camp #18
  - Saguaro National Park and Expedition Camps #19 (Puerta del Azotado) and #20
  - Mission San Agustin del Tucson
  - Presidio San Agustin del Tucson
  - In Tucson: Sentinel Peak and Santa Cruz River Park and Trail
- FY2010 Update and Opportunities
  - Pima County passed a bond act that includes funding and authority to mark the Anza Trail.
  - ATCA and the City of Marana will submit a trail segment for certification by October 2010.

## Pinal County, Arizona

- Unknown amount of certified trail and five campsites (#21- 25). The historic corridor continues from Pima County along I-10 into the Gila River Indian Community and includes Picacho Peak State Park.
- Pinal County is actively pursuing Anza Trail certification but Anza Trail status in recreation, trails, heritage, or open space plans is unknown.
- Auto Tour signage is visible along I-10, Highway 87/287, I-8.
- Interpretation/Exhibits located on the west side of Picacho Peak State Park; Roadside rest area near Expedition Camp #21. Camps #22-25 are currently located within the boundaries of the Gila River Indian Reservation.
- Sites of Interest include:
  - Picacho Peak State Park and Expedition Camp #21
  - Casa Grande Ruins and Expedition Camps #22, 23, 24, and 25
- FY2010 Update and Opportunities
  - Joe Meyers and Joe Winfield (RTCA) have identified (with GPS coordinates) the campsites and potential auto and recreational trail alignment for all of Arizona.

## Maricopa County, Arizona

- Approximately 12 miles of certified trail and six campsites (#26 - 31). The historic corridor continues along Highway 238 and combination dirt/gravel roads follow along the trail more closely.

- Auto Tour signage is visible along I-8.
- Trailhead information: A trailhead is located near highway 238 between Mobile and Gila Bend in the BLM's North Maricopa Mountains Wilderness. Additional trails are located in the BLM's Painted Rocks site.
- Interpretation/Exhibits located at the BLM's Painted Rocks site, near Fortaleza at Camp #27 and near the town of Sentinel on I-8.
- Sites of Interest include:
  - Sonoran Desert National Monument
  - Gila Bend and Expedition Camps #26 and 28
  - Painted Rocks and Expedition Camps #29-31
  - Fortaleza
- FY2010 Update and Opportunities
  - BLM is implementing a grant to employ youth for trail maintenance and building in Sonoran Desert NM
  - RTCA personnel are working on engaging community members in Gila Bend and San Lucy District (Tohono O'odam Nation)

## Yuma County, Arizona

- Approximately 5 miles of certified trail are pending and ten campsites (#32-41). The historic corridor continues between Old Highway 80 and I-8 to the Yuma Crossing National Historic Landmark.
- Auto Tour signage is visible along I-8.
- Trailhead information can be found in the city of Yuma for the Canal Trail.
- Interpretation/Exhibits located on I-8 at a roadside rest area near the town of Mohawk, at the base of Antelope Hill, and at the Yuma Crossing National Historic Landmark.
- Sites of Interest include:
  - Cerro de San Pasqual, Sears Point and Expedition Camps #32-34
  - Antelope Hill and Expedition Camp #35
  - Gila River and Expedition Camps #36-38
  - Yuma Crossing National Historic Landmark and Expedition Camps #39-41
- FY2010 Update and Opportunities
  - Yuma Crossing National Heritage Area would like to fabricate and install all or portions of the Anza Trail Exhibit.

## Imperial County, California

- Approximately 38 miles of certified trail on BLM land in the Yuha Desert area east of El Centro and eight campsites (#42-49). The historic corridor continues from Yuma County, AZ into Baja California, Mexico then turns north through the California desert on BLM land to arrive at the San Felipe Wash.
- Anza Trail status in recreation, trails, heritage, or open space plans is unknown.
- Auto Tour signage is visible along I-8, CA highways 98, 111, 86, and 78. In addition, Highway 2 in Baja California is marked as Ruta Histórica.
- Interpretation/Exhibits located at the Eastbound Sunbeam Roadside Rest Area on I-8 near Seeley; Hwy 98 northeast of Calexico (6 miles south of Coyote Wells)
- Sites of Interest include:
  - Mission Purísima Concepción and Expedition Camp #42
  - Santa Olalla and Expedition Camps #43-46 (Baja California)
  - Wells of Santa Rosa (Yuha Well) and Expedition Camps #47 and 48
  - San Sebastian Marsh/San Felipe Creek and Expedition Camp #49
- FY2010 Update and Opportunities
  - Carrie Simmons hired interns to create a poster about Yuha Wells and an audio tour.
  - Tesserra Solar is proposing a 6,500-acre solar array in Plaster City area. Steve Ross is the trail representative in BLM preparation of this project.

## San Diego County, California

- Some certified trail and four campsites (#50-53). The historic corridor follows the San Felipe Wash and Coyote Creek between Anza Borrego Desert State Park and Ocotillo Wells State Vehicle Recreation Area.
- Auto Tour signage is visible along CA Highway 78 and 79. The Auto tour veers around the State Park reconnecting with the Historic Corridor at Bautista Canyon.
- Trailhead information: Marked trail in the Southeast section of the Anza-Borrego Desert State Park; Marked trail in the northwest section paralleling Anza's route through Coyote Canyon; Marked trail in Ocotillo Wells State Vehicular Recreation Area.
- Interpretation/Exhibits located at the Anza Borrego Desert State Park Visitor Center, Santa Catarina, El Vado, and Los Puertecitos; Historic Landmark No. 635 on Highway 78; Sites marked throughout the State Park and Recreation Area.

- Sites of Interest include:
  - Ocotillo Wells and Expedition Camps #50 and 51
  - Anza-Borrego Desert State Park and Expedition Camps #52 and 53
  - Presidio of San Diego and Mission San Diego de Alcalá

## Riverside County, California

- Some certified trail and six campsites (#54-59). The historic corridor follows the auto tour, with a split path from Lakeview to Riverside, and then continues to follow the auto tour northwest.
- Auto Tour signage is visible along CA Highways 79, 371, 60 and Interstates 215, 15, and 10.
- Trailhead information: Trail access from the town of Anza, the Pacific Crest Trail to the Upper Willows in the Anza-Borrego Desert State Park. Additional trails located in Coyote Canyon, San Bernardino National Forest, San Jacinto Wildlife Area, Santa Ana River area and Lake Perris (marker located at the southern end of Lake Perris).
- Interpretation/Exhibits located at the visitor center of the Anza-Borrego Desert State Park; in the town of Anza (Hamilton Schools and Library complex); Living history programs available at the Martha McLean-Anza Narrows Park in Riverside at the Jensen-Alvarado Historic Ranch and Museum.
- Sites of Interest include:
  - Anza-Borrego Desert State Park and Expedition Camp #54
  - Puerto de San Carlos (San Carlos pass) and Expedition Camp #55
  - San Bernardino National Forest and Expedition Camp #56 and 57
  - San Jacinto Wildlife Area, Lake Perris and Expedition Camp #58
  - Santa Ana River Crossing and Expedition Camp #59
  - Martha McLean-Anza Narrows Park

## Los Angeles County, California

- Some certified trail and four campsites (#62, 71-73). The historic corridor travels next to the auto tour along I-10, I-5, and Highway 101.
- Auto Tour signage is visible from Interstates 10 and 5, and highway 101.
- Trailhead information: The Los Angeles River Trail is between Griffith Park and Elysian Park; the Skyline Trail can be accessed from Whitter Narrows Nature Center. Additional trails outside of L.A. can be accessed at the Los Encinos and Malibu Creek State Parks.

- Interpretation/Exhibits located at the El Pueblo de Los Angeles Historic Monument, LA River Center, and Gene Autry Western Heritage Museum; Additional information located at Mission San Gabriel Arcángel (Camp #62) and Los Encinos State Park.
- Sites of Interest include:
  - Mission San Gabriel Arcángel and Expedition Camp #62 (and #71)
  - El Pueblo de la Reina Los Angeles Historic Monument
  - Elysian Park and Griffith Park to Expedition Camp #72
  - Malibu Creek State Park to Expedition Camp #73

## Ventura County, California

- Approximately 17 miles of certified trail in the Santa Monica Mountains National Recreation Area and two campsites (#74-75). The historic corridor follows the auto tour along US Highway 101 north along the Pacific Ocean.
- Auto Tour signage is visible along US Highway 101.
- Trailhead information: The Anza Recreational Trail follows the Coastal Trail from Oxnard to Pt. Conception.
- Interpretation/Exhibits located at Oakbrook Park Chumash Indian Interpretive Site along the Cheeseboro Ridge Trail; Visitor's Center at the Santa Monica Mountains National Recreation Area; Mission San Buenaventura in Ventura; Visitor Center at Channel Islands National Park
- Sites of Interest include:
  - Santa Monica Mountains National Recreation Area (Mike Malone)
  - American Indian Cultural Centers
  - The Santa Clara River Area and Expedition Camp #74
  - Mission San Buenaventura
  - Coastal Parks and Beaches to Expedition Camp #75
  - Channel Islands National Park

## Santa Barbara County, California

- Some certified trail and six campsites (#75-80). The historic corridor follows the auto tour on US Highway 101 until the town of Gaviota before the Highway 1 split. The historic corridor continues to follow the shoreline north until reconnecting with the auto tour in Guadalupe.
- Auto Tour signage is visible along CA Highway 101 and continues along Highway 1.

- Trails continue from Ventura County along the shoreline to Gaviota State Beach (follows the Coastal Trail). Access points to the trail are located in Ventura on the Pacific Coast Bicycle Route, in the City of Santa Barbara, El Capitan and Refugio Beach Parks and the Andree Clark Bird Refuge.
- Interpretation/Exhibits located at the El Presidio de Santa Bárbara State Historic Park and La Purísima Mission State Historic Park;
- Sites of Interest include:
  - La Rinconada and Expedition Camp #75
  - El Presidio de Santa Bárbara State Historic Park
  - California State and County Beaches and Expedition Camp #76-78
  - La Purísima Mission State Historic Park
  - Vandenberg Air Force Base and Expedition Camps #79-80
  - Amtrak's Coast Starlight Route from Ventura to San Luis Obispo

## San Luis Obispo County, California

- Approximately 12 miles of certified trail and three campsites (#81-83). The historic corridor continues north along Highway 1, Highway 101, and 227 and G14 following the auto tour.
- Auto Tour signage is visible along Highway 1, 227, US Highway 101 and G14. In addition, there is an alternative auto tour that splits in the town of Margarita and reconnects in Paso Robles.
- There is a four-mile segment of Anza Trail (Atascadero Segment) located just north of the town of Atascadero (6805 Sycamore Road) on the alternative auto tour; an eight-mile trail begins at Camp Roberts.
- Interpretation/Exhibits located near the Guadalupe Nipomo Dunes Preserve on Highway 1; the Price House; the Mission San Luis Obispo de Tolosa.
- Sites of Interest include:
  - Guadalupe-Nipomo Dunes National Wildlife Refuge
  - Pismo Beach and Expedition Camp #81
  - Mission San Luis Obispo de Tolosa Camp #82
  - Cuesta Canyon County Park
  - Santa Margarita River to Expedition Camp #83
- FY2010 Update and Opportunities
  - San Luis Obispo County of Governments (SLOCOG) is very active and members are interested in certifying trail segments. Anza Outdoor Recreation Planner met with the group in May 2010.



## Monterey County, California

- Some certified trail and six campsites (#85, 86, 88-91). The historic corridor follows the auto tour through the county.
- Auto Tour signage is visible from G14, US 101, G17, and Highway 68. There are additional signs located in the town of Monterey. The auto tour continues out of Monterey north on Highway 68 to San Juan Grade Road to San Benito County.
- Trailhead information: Trails available on Fort Ord public lands; Toro Park on Highway 68; the Path of History between the Presidio of Monterey Museum through Monterey State Historic Park to the San Carlos Cathedral.
- Interpretation/Exhibits located at the Mission San Antonio de Padua, San Lorenzo County Park in King City, Pinnacles National Monument, and on Highway 68 north of Salinas; and in Monterey at the Presidio Museum, on Del Monte Avenue, Fort Ord and the Mission San Carlos de Borromeo del Carmelo.
- Sites of Interest include:
  - Mission San Antonio de Padua and Expedition Camp #85
  - San Lorenzo County Park and Expedition Camp #86
  - San Carlos Cathedral and Expedition Camps #88 and #90
  - San Carlos Borromeo del Río Carmelo and Expedition Camp #89
  - Fort Ord Public Lands (Bureau of Land Management)
  - Salinas and Expedition Camp #91

## San Benito County, California

- Approximately 4 miles of certified trail and no campsites. The historic corridor follows the auto tour, including the split along US Highway 101 and Highway 25.
- Auto Tour signage is visible along the San Juan Grade Road, San Juan Highway and US Highway 101. The auto tour splits, both heading north, on US Highway 101 and Highway 25.
- Trailhead information: Anza trail located on Old Stage Road near the intersection of San Juan Canyon and San Juan Grade Roads.
- Interpretation/Exhibits located at the Mission San Juan Bautista, and off Highway 152 at the DeBell/Uvas Creek Park Preserve and Chitactac Adams Heritage County Park.
- Sites of Interest include:
  - San Juan Canyon Historic District
  - Mission San Juan Bautista
  - San Juan Bautista State Historic Park

- FY2010 Update and Opportunities
  - Teacher Ranger Teacher program conducted in summer 2009 with two seasonal rangers
  - On and off-site programs conducted with young people attending San Benito County YMCA Summer Program

## Santa Clara County, California

- Some certified trail and five campsites (#92, 93, 97, 103 and 104). The historic corridor in Santa Clara County creates the beginning of a loop connecting to San Mateo, Alameda and Contra Costa Counties.
- Anza Trail is referenced in county trail plan.
- Auto Tour signage is visible along the entire auto tour. The northern route follows US 101 to CA Highway 85 toward San Mateo County, which was the first route Anza took. Anza took the second route along Hwy 237 to I-680 to explore the East Bay. The final route includes a small loop to Henry Coe State Park.
- Trailhead information: Several trails in Henry Coe State Park along Coyote Creek; Santa Clara County parks provide Anza-related trails; The San Francisco Bay Trail travels along Alviso;
- Interpretation/Exhibits located at Chitactac-Adams Heritage County Park, DeBell/Uvas Creek Park Preserve, Santa Teresa County Park, Highway 93 near Cupertino, Berryessa Adobe, El Pueblo de San Jose de Guadalupe, Luis Maria Peralta Adobe, Greer House, and Mission San Jose.
- Sites of Interest include:
  - Chitactac-Adams Heritage County Park and Expedition Camp #92
  - San Joseph de Cupertino and Expedition Camp #93
  - Loop Around to the East Bay via Expedition Camp #97
  - San José de Guadalupe and Adobes of Expedition Descendants
  - Henry Coe State Park and Expedition Camps #103 and #104
- FY2010 Update and Opportunities
  - Challenge Cost Share project to design and place four wayside exhibits with Santa Clara County Parks and Recreation Department.

## San Mateo County

- Some certified trail and two campsites (#94, and 96). The historic corridor follows CA Highway 82, El Camino Real, north to Daly City, then Hwy 1 north to San Francisco County. The corridor also makes a loop near San Mateo and Campsite #96 to Daly City.
- Auto Tour signage is visible from Highway 82 and Highway 1.

- Trailhead information: San Francisco Bay Trail has access from the Coyote Point Regional Park just south of the San Francisco International Airport; Sawyer Camp Trail has access from the Lower Crystal Springs Reservoir and the city of San Mateo near Campsite #96.
- Interpretation/Exhibits located at Expedition Camps 94 and 96 on Highway 82.
- Sites of Interest include:
  - El Palo Alto
  - San Mateo Creek and Expedition Camp #96
  - Heritage Park and Expedition Camp #94
  - Crystal Springs Reservoir Trails
  - San Francisco Bay Trail
  - Coyote Point County Recreational Area and Museum
- FY2010 Update and Opportunities
  - Will complete certification with San Mateo County Park District on segment of the Sawyer Camp trail and seeking adjacent recreational trail opportunities.

## San Francisco County, California

- Some certified trail and one campsite (#95). The historic corridor forms a loop that ends in Daly City, a city just south the San Francisco/San Mateo county line.
- Anza Trail status in recreation, trails, heritage, or open space plans is unknown.
- Auto Tour signage is visible near Golden Gate Park and I-280.
- Trailhead information at various Presidio kiosks and on GGNRA/Presidio trail maps.
- Interpretation/Exhibits located at Crissy Field Center, Golden Gate National Recreation Area Presidio Officers Club, Presidio of San Francisco
- Sites of Interest include:
  - Lake Merced
  - Golden Gate National Recreation Area
  - Golden Gate Park
  - Mountain Lake Park
  - Presidio of San Francisco and Presidio Visitors Center
  - Golden Gate Bridge
  - Fort Point
  - Mission San Francisco de Asis

- California Historical Society
- FY2010 Update and Opportunities
  - Coordinate with Presidio Trust and GGNRA for Anza Trail development as part of the ongoing transformation of the Presidio.

## Alameda County, California

- Several miles of certified trail and two campsites (#98, 102). The historic corridor follows the auto tour as part of the loop through Contra Costa, and Santa Clara Counties.
- Anza Trail status in recreation, trails, heritage, or open space plans is unknown but East Bay Regional Park District has a named trail segment along the Delta.
- Auto Tour signage is visible along Highway 238, I-580 and I-80 towards San Pablo Bay. In addition, the southbound auto-route on Highway 4 has signs.
- Trailhead information: Coyote Hills Regional Park in Fremont; East Bay Regional Park District trailhead and staging area at Stanford Avenue, trail connects with the Bay Area Ridge Trail.
- Interpretation/Exhibits located at Mission San Jose, Coyote Hills Regional Park, San Lorenzo Creek, Peralta Hacienda Historical Park and the Anza Trail Headquarters Visitor Center.
- Sites of Interest include:
  - Don Edwards San Francisco Bay Wildlife Refuge
  - Mission San José
  - Alameda Creek
  - San Lorenzo Creek and Expedition Camp #98
  - Peralta Hacienda Historical Park

## Contra Costa County, California

- Several miles of certified trail and three campsites (#99-101). The historic corridor continues along the auto tour as the top of the loop with Alameda and Santa Clara Counties. Delta de Anza Trail (EBRPD) may be about 20 miles in length.
- Auto Tour signage is visible from I-180 to San Pablo Avenue in Crocket, and CA Highway 4.
- Trailhead information: East Bay Regional Park District offers a 20-mile section of trail, Delta de Anza Trail; The Skyline National Scenic Trail and the Bay Area Ridge Trail offer hundreds of miles of trails that parallel the Anza trail.

- Interpretation/Exhibits located at Vicente Martinez Adobe at John Muir NHS Visitor Center; Don Fernando Pacheco Adobe; Pacheco Adobe Plaque; Salvio Pacheco Adobe; Willow Pass; and along the Delta de Anza Trail.
- Sites of Interest include:
  - Rodeo and Expedition Camp #99
  - Selby Open Space Area and Anza's Midday Camp
  - Adobes of Expedition Descendants near Camp #100
  - East Bay Regional Park District's Delta de Anza Trail and Skyline National Scenic Trail
  - Antioch Regional Shoreline Park and Expedition Camp #101
- FY2010 Update and Opportunities
  - Exhibit in Martinez Adobe Grand Opening Celebration in fall 2010.

Source Notes: The information in this table was drawn from Smestad's *Guide to the Juan Bautista de Anza National Historic Trail* (2005) as well as current web-based information provide by the Smestad. Trail data for Arizona counties was downloaded from the metrics document on the ATCA website. Anza Trail staff developed the 2010 fiscal year updates.

## Other Materials

### Anza Lead Book

A county-by-county listing of potential contacts was developed as part of this project. The lead book contacts and selected other information from various Anza personnel contact systems were transferred into an Excel spreadsheet for importing into the agency's preferred contact management system. Minimal formatting and readily available software programs were used in the lead book and the contact data files to enable easy updating and manipulation.

### Anza Resource Files

Many of the resources used to develop ¡VAYAN SUBIENDO! are available as digital files. Some of these materials were assembled on a CD and delivered to the Anza Trail staff. Data tables containing selected Census Bureau information from the nineteen counties the Anza Trail crosses are also included in the resource files. Topics include:

- Anza Planning Documents
- Anza Interpretation and Education Materials (Partial Table)
- Census Files
- Outdoor Recreation Plans (State Level)
- Economic Profile System Anza Counties (2009)
- Maps and Graphics
- Noticias de Anza
- NPS Atlas Files
- Partner Plans (Selected)
- Special Events (Initial List)
- Trail Planning Documents (Selected)
- Trail Research (Selected)